OCTOBER 27, 1952 35c PER COPY

BROADCASTING TELECASTING

N1143 D 10D Sep53 FSA
University of Tulsa Library Tulsa 4 Okla
LIBRARY

IN THIS ISSUE:
Completion Radio-TV Power Mounts Page 23
Radio-TV Newsmen Polled On Election Page 25
ANA Defines Plans Survey Committees Page 27
Sept. Network Gross Over $22 Million Page 29
BROADCASTING Replies on Page 87

TECHNICAL ROOM

Station WHO helps industrial manufacturer to sell other industrials!

INDUSTRIAL ADVERTISERS AND AGENCIES!

Here is a true story about the use of *consumer media* to attack and overcome one of the most difficult problems an industrial manufacturer can face. It carries hope and inspiration for thousands of industrial manufacturers who have hitherto been "butting their heads against stone walls". *Read it*—then write WHO for further facts!

Auto Specialties Manufacturing Company of St. Joseph, Michigan, an important manufacturer of parts for the automotive industry, makes extremely effective, high-quality tractor brakes primarily for use as original equipment on new tractors.

Many tractor manufacturers have long agreed that this brake is a big "plus", but have feared that its necessarily higher cost would price their tractors out of the market.

So . . . Auto Specialties and their agency (Van Auken, Ragland & Stevens of Chicago) decided on a rather unusual plan. They would go directly to the farmer, tell their story, and depend upon consumer-demand to do their hardest job.

Spot radio, state farm papers, and direct-mail were used. WHO, one of two great farm stations employed, carried fifteen 1-minute announcements per week. 10,000 inquiries poured in from the farm market. Result: *Auto Specialties has booked more tractor brake business during the past twelve months than during any other period in its history—and their brakes are now used as original equipment on over 100% more tractor models than before the start of the campaign—Though they had been selling brakes to tractor companies for fourteen years.*

Whatever you make or sell—if it's good, if it makes a contribution to people's welfare or happiness, *WHO can help you sell it.* Put your problem up to us, and let's see what can be developed. You'll find our ideas and advice to be completely sound and sincere—fully reflective of the top position this great station holds in the heart of America's farm belt.

WHO

+ *for* Iowa PLUS +

Des Moines . . . 50,000 Watts

Col. B. J. Palmer, President

P. A. Loyet, Resident Manager

FREE & PETERS, INC.
National Representatives

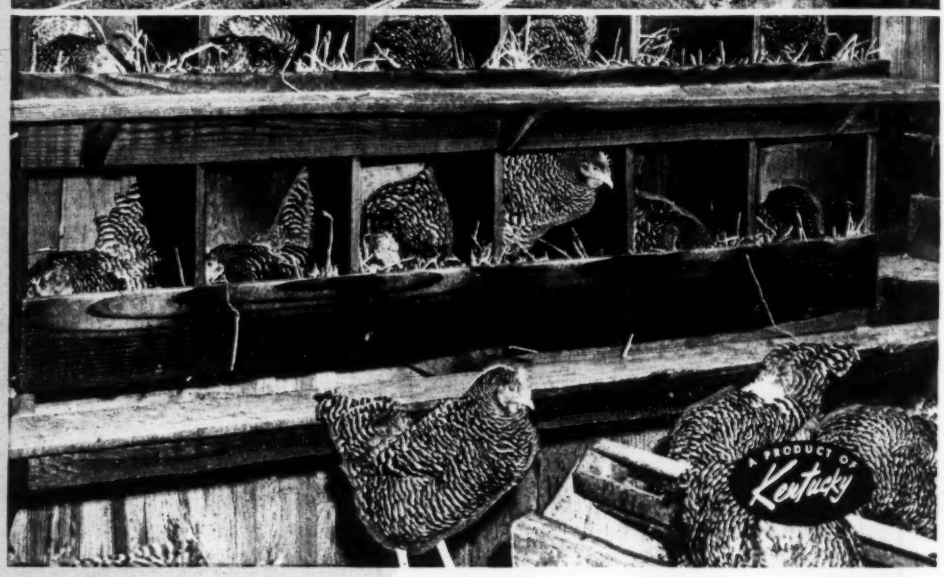
22ND year

THE NEWSWEEKLY OF RADIO AND TV

XUM

Go where there's GROWTH... KENTUCKY

INDUSTRY FARMING



Coal and Chickens

More than 2 billion tons of coal have come out of Kentucky's mines — yet it's estimated that Kentucky's wealth in coal will last for more than seven centuries! The total value of Kentucky-mined coal in 1949 was $315,489,674. 1950 topped that by some $70,000,000. And 1951 production rose still higher to $395,426,000.

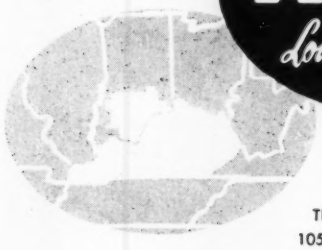
Kentucky's farm income also reaches to record highs. Kentucky farm land has increased in value 222% over pre-war values, topping all other states. Chicken and egg production grossed Kentucky farmers $57,157,000 in 1950—increasing to $60,000,000 in 1951. On its farms . . . in industry . . . growth is everywhere in Kentucky.

Go where there's GROWTH...

GO WHAS!

No other station—or group of stations—in this market can match the audience delivered by WHAS seven days a week; morning, afternoon and night.
(Benson and Benson)

CBS
WHAS
Louisville, Kentucky



THE WHAS MARKET
105 Kentucky counties
25 Indiana counties

ASSOCIATED WITH THE COURIER-JOURNAL—LOUISVILLE TIMES • VICTOR A. SHOLIS, Director • NEIL D. CLINE, Sales Director
Represented Nationally by Henry I. Christal Co., New York, Chicago

Publish

XUM

"Yes! Yes!
A THOUSAND TIMES YES!"

"A thousand times, yes, is right!

More than a thousand requests came in to vivacious Christina as a result of a single offer on her Christina's Garden Club of the Air" program heard Mondays, 7:15-7:30 A.M. over KVOO. The offer? A little folder on "Beautify America with Roses". No wonder Christina is now in her 13th year with this great program over Oklahoma's Greatest Station! People *do* enjoy Christina's garden and flower hints . . . they *do* find it easy to hear it all over Oklahoma's No. 1 Market Area . . . and they *do* respond! While Christina has used many forms of advertising during her 12 years on KVOO her 7:15 Monday morning program has been *consistently* a happy and effective vehicle which, in Christina's own words "Really gets the job done!"

Congratulations, Christina, on a wonderfully interesting and highly successful program which you report has had a really important part in building your fine business to its present impressive stature . . . one of America's largest retail florists operations!

Christina Tinger, owner and operator of Christina's Flowers, is one of America's top floral designers, in demand all over the country for demonstrations and classes. Holding many honors in State and National associations, Miss Christina still finds time to enjoy writing and presenting her own radio program each Monday morning over KVOO. On September 15th she began her 13th consecutive year with this program.

KVOO is proud of your program! It's a great fifteen minutes for everybody who loves flowers . . . and just about everybody does! And it proves again — a great program and a great station are an unbeatable combination!

RADIO STATION KVOO

NBC AFFILIATE

50,000 WATTS — EDWARD PETRY AND CO., INC. NATIONAL REPRESENTATIVES — TULSA, OKLA.

OKLAHOMA'S GREATEST STATION

Published every Monday, with Yearbook Numbers (53rd and 54th issues) published in January and February by Broadcasting Publications, Inc., 870 National Press Building, Washington 4, D. C. Entered as second class matter March 14, 1933, at Post Office at Washington, D. C., under act of March 3, 1879.

XUM

young golfers get some expert advice

Amateur Delaware golfers intently watched their TV screens when Golf Pro Willie Polumbo, in a series of eight golf lessons televised on WDEL-TV, recently instructed a group of Wilmington lads in the fine points of the game. In one of these instructive sessions, Mr. Polumbo taught young Richard Yeatman to perfect his stance, a demonstration which WDEL-TV's George Frick—and the television audience—found extremely interesting. "Young Golfers" is one of many stimulating sports programs which WDEL-TV brings regularly to its viewers, as part of its overall sports programming.

WDEL-TV

Wilmington, Delaware

A Steinman Station

Represented by

WDEL AM TV FM

ROBERT MEEKER ASSOCIATES

New York **Chicago** **San Francisco** **Los Angeles**

XUM

at deadline

CLOSED CIRCUIT

AT LEAST one top experimenter claims his system of recording pictures on magnetic tape for television is "an accomplished fact". Under development past two years by electronics division of Bing Crosby Enterprises it is now "90% perfected" and will be ready for demonstration within ninety days. Only "bug or two" remain to be worked out.

CONTRACT FOR acquisition of KMPC Los Angeles by Gene Autry, Robert O. Reynolds, present vice president and general manager, and associates, could be wrapped up this week in Los Angeles [CLOSED CIRCUIT, Sept. 29]. Gross price is $800,000 which includes dollar-for-dollar repayment of quarter of million dollar liquid assets as well as land. Sellers include Mrs. Frances Richards, widow of G. A. (Dick) Richards and Frank E. Mullen, former NBC executive vice president who holds 15% minority. Horace L. Lohnes, Washington counsel for KMPC and Mr. Autry, in Los Angeles this week to button up sale, subject to customary FCC approval.

AMERICAN FEDERATION of Television and Radio Artists (AFTRA) in negotiations with major networks understood to be seeking overall 20% raise in actors' fees for television. Union also pressing for reduction by almost half of minimum rehearsal time before overtime sets in. For example, one-hour show normally allowed 22 hours before overtime; AFTRA wants new provisions with overtime after 12 hours.

IS C. E. Hooper Inc. pulling out of San Antonio? Report from there last week was that rating service, which has been center of sticky competitive situation there, had decided to call it quits in Texas city. Hooper spokesman said only that company was hopeful that problems could be resolved.

SIGNIFICANT factor that may have bearing on whether or not NBC affiliates go ahead with own convention at Boca Raton, Fla., first week of December, in lieu of one cancelled by network (story page 26), is that Boca Raton management requires guarantee of registration of at least 400 persons before it will open up. Some 91 registrations had been made at time NBC called conclave off.

RESIGNATION OF A. A. (Abe) Schechter as general executive of NBC's TV operations was not wholly unexpected after he completed his assignment on *Today* month ago. His new connection, under negotiation for several weeks, will be announced by Nov. 1.

HEWITT, OGILVY, BENSON & MATHER, New York, advertising agency for Good Luck Margarine, calling meeting Wednesday of station representatives to discuss advertising plans for Good Luck in 1953. Product was formerly called Jelke's Good Luck margarine

(Continued on page 6)

OPS RESTORES CEILINGS ON RADIO-TELEVISION PARTS

PRICE ceilings on radio and TV parts ordered restored Oct. 27 by Office of Price Stabilization. Ceilings had been suspended Aug. 29. Radio-Television Mfrs. Assn. had opposed OPS proposal to recontrol parts.

OPS explained it had not sufficiently taken into account significance of use of parts in other products bought by Dept. of Defense. It pointed to continued high demand for parts in defense purchases along with sizable increase in demand for television sets, which in turn might have material effect on supply of parts. OPS also pointed to price increases on new models, "possibly forecasting a similar upward movement in the price of parts."

SPOTS FOR INSTANT COFFEE

INSTANT Coffee giving spot radio extra boost. Instant Maxwell House, through Benton & Bowles, N. Y., starting Nov. 3 with short spot campaign in regular General Foods markets to promote short-term reduced price for introductory offer. Instant Chase & Sanborn, through Compton Adv., N. Y., adding few more markets to its lists, using five spots weekly for 52 weeks.

AP ADDS 52

ASSOCIATED PRESS over weekend announced election of 52 additional stations to membership, bringing total of AP affiliated stations to 1,185.

NEW YORK SPONSORS

NEW YORK Republican State Committee sponsoring speeches by Sen. Irving M. Ives (R-N. Y.) over 17 New York state ABC Radio affiliates from 12 noon-12:05 p.m. EST and over seven New York state CBS-TV affiliates, 7:15-7:30 p.m. EST, both tomorrow (Tuesday), and over 10 New York state CBS Radio affiliates, 6:15-6:30 p.m. EST Wednesday. Also talks by Gov. Dewey over seven New York state NBC-TV and seven NBC Radio affiliates, 6:30-6:45 p.m. EST today (Monday); over 10 New York state CBS Radio affiliates tomorrow (Tuesday), 6:15-6:30 p.m. EST and over seven New York state NBC-TV affiliates Wednesday, 7:15-7:30 p.m. EST.

BUSINESS BRIEFLY

39 SPONSORS BUY ● NBC Radio announced Friday 39 sponsors have bought all or part of network's Saturday afternoon football schedule of 12 college games on 29 NBC-affiliated stations. Network offered schedule to stations as co-op package for local sale. Broadcasts to run to Dec. 6.

FLOOR MACHINE TEST ● General Floorcraft Inc. (twin-12 floor cleaning, sanding & waxing machine), launching two-week spot radio campaign in eight test cities, starting dates staggered from Oct. 22 through Nov. 12. Company using minute and 20-second announcements stressing theme that machine "costs less to buy than to rent." Dealers have been supplied with prepared advertising copy for use, if desired, on local stations. Strong possibility of expansion to heavier and longer spot schedule depending on results. Agency, Hicks & Greist, N. Y.

WINE CAMPAIGN ● Union Liquor Co., Chicago, for Hannah and Hogg wines, considering use of radio and TV spots in Chicago area for Christmas holiday campaign. Agency, Olian & Bronner, same city.

ALTERNATE WEEK SPONSOR ● Toni Co., Chicago (Prom & White Rain), effective Oct. 31 sponsors on alternate weeks *Down You Go* on DuMont TV network, Friday, 10:30-11 p.m. Agency, Weiss & Geller, Chicago.

TONI ON ABC RADIO ● Toni Co., Chicago (Tonette, White Rain and Toni home permanents), sponsoring *A Crimeletter From Dan Dodge* over ABC Radio (Fri., 8-8:30 p.m. EST) beginning last Friday. Agency, Foote, Cone & Belding, Chicago.

STAGG BEER TEST ● Stagg beer, which recently cancelled spot campaign, is planning to use three or four programs in selected markets for radio test. Program most successful will probably be used in another campaign. Agency, Maxon Inc., N. Y.

ACOUSTICON SPONSORS ● Dictograph Products Inc., N. Y. (Acousticon), sponsoring *Galen Drake* Sunday, 1:30-1:45 p.m. EST, over CBS Radio, starting Nov. 2. Agency, Buchanan & Co. Inc., N. Y.

Third of Radio-TV from New York

MORE THAN third of total advertising investments in radio and TV network time comes from New York City, according to analysis of advertising origins made by Magazine Advertising Bureau. Using Publishers Information Bureau data on advertising expenditures for network time, MAB found Cincinnati (home of Procter & Gamble Co., top purchaser of time on both radio and TV networks) in second place, accountable for nearly tenth of national total.

Analysis also revealed that during 1951 there were 625 accounts on national radio networks, with average expenditure of $279,500 for time, and 447 accounts on TV networks, with average time expenditure of $286,300. In contrast, MAB reported 13,729 products and services were advertised in magazines and Sunday supplements last year, with average space expenditure of $40,600.

Radio and TV network business originating in top ten cities during 1951 is tabulated by MAB as follows:

	Network Radio Dollar Volume (In Millions)	Network TV Dollar Volume (In Millions)	Percent Of U.S.
New York City	$60.9	$43.8	34.6
Cincinnati	18.8	8.9	9.1
Chicago	16.0	10.4	8.8
St. Louis	8.0	7.8	5.3
Minneapolis-St. Paul	11.5	2.9	4.8
Detroit	2.0	5.2	2.4
Boston-Cambridge	3.9	2.0	2.0
Philadelphia	2.6	2.5	1.7
Pittsburgh	1.6	2.9	1.5
Akron	1.2	2.8	1.3

for more AT DEADLINE turn page

XUM

at deadline

NEW AM GRANTS

FCC Friday granted following construction permits for new AM stations:

Geneva, Ala.—The Geneva County Reaper, 1150 kc, 1 kw daytime; estimated construction cost $25,000. Applicant is newspaper.

Homewood, Ala.—Voice of Homewood, 1320 kc, 1 kw daytime; cost $14,500. Principal owner, E. M. McElroy, is automobile dealer.

Benton, Ark.—Benton Bcstg. Service, 690 kc, 250 w daytime; cost $8,700. Principals include W. R. Tuck Jr., general manager of KVMA Magnolia, Ark.

Fort Walton, Fla.—Vacationland Bcstg. Corp., 1260 kc, 1 kw daytime; cost $18,750. Principals include W. R. Powell, president of Oskaloosa News-Journal Co., Crestview, Fla.

Prestonburg, Ky.—Elkhorn Bcstg. Corp., 1270 kc, 1 kw daytime; cost $27,360. Principal stockholder is DuRan Moore, county court clerk, Floyd County, Ky.

Rumford, Me.—Rumford Pub. Co., 1450 kc, 250 w fulltime; cost $15,078. Applicant is newspaper.

Leonardtown, Md. — Southern Maryland Bcstrs. Inc., 1370 kc, 1 kw daytime; cost $23,427. Principals include J. L. Bittner, Warsaw, Va., resident.

Idabel, Okla.—Idabel Bcstg. Co., 1240 kc, 250 w fulltime; cost $9,100. Applicant is licensee of KIMP Mt. Pleasant, Tex.

Punxsutawney, Pa. — Punxsutawney Bcstg. Co., 1540 kc, 1 kw daytime; cost $18,435. Principals include S. W. Pruett, proprietor of auto service and coal company in Bluefield, W. Va., and C. M. Erhard Jr., salesman-announcer for WHIS Bluefield.

Lubbock, Tex.—Hub Bcstg. Co., 1460 kc, 500 w daytime; cost $14,250. Principals include W. D. Tibbs Jr. and J. G. Jarrett, program director and traffic manager-accountant, respectively, for KSEL Lubbock.

Narrows, Va.—Giles Bcstg. Co., 990 kc, 1 kw daytime; cost $23,363. Owner is H. J. Romanus, Narrows dry goods merchant.

TV HEARING

TWO withdrawals in Jackson, Mich., TV hearing left field wide open for grant of uhf Channel 48 to WIBM. Applicants withdrawing were Sparton Broadcasting Co., owned by Sparks-Withington Corp., electronic manufacturers, and WKHM.

Meanwhile, Motions Comr. George E. Sterling Friday referred to full Commission opposition of *Wichita Beacon*-KWBB to Broadcast Bureau petition that TV application be returned to processing line. Withdrawal of KFBI last week from uhf Channel 16 contest left KWBB unopposed. If Broadcast Bureau recommendation followed, said KWBB, additional applications could be filed which would throw it into hearing again. Wichita hearings began Oct. 20.

FCC Friday also granted petitions to remove issue of legal qualification from vhf Channel 6 hearing for Beaumont, Tex., since all three applicants are existing AM licensees (see story page 63). Commission denied clarification of issues in Channel 6 hearing at Duluth-Superior but permitted addition of issue for Sec. 307 (b) comparison (fair distribution of facilities) between applicants in both cities.

AUDIT BUREAU ELECTS

WILLIAM A. HART, DuPont, appointed president of Audit Bureau of Circulations by board at final session of 38th annual meeting in Chicago Friday. New vice chairmen: John Platt, Kraft Foods; H. H. Rimmer, Canadian General Electric; Roy Hatton, Detroit *Free Press*; with Vern Beatty, Swift & Co., secretary, and E. Ross Gamble; Leo Burnett, treasurer. All will serve one year. New directors, some succeeding themselves for another two-year term, include Messrs. Hart, Rimmer and Gamble; Wesley I. Nunn, Standard Oil of Indiana; Lowry H. Crites, General Mills; Russell Z. Eller, Sunkist Growers, and Ralph Robertson, Colgate-Palmolive-Peet (see earlier story).

In this Issue—

THE drive for the finish in the political campaigns is bringing out big expenditures in radio-TV time by both parties. But the timebuying windfall is not without problems for broadcasters. *Page 23.*

A SPECIAL B•T poll of radio and television commentators and reporters shows the majority thinks Adlai Stevenson has made more effective use of radio and TV than Gen. Eisenhower and will win the Presidency. *Page 25.*

SOME NBC affiliates are up in arms over the network's cancellation of the affiliates convention that had been planned for early December in Boca Raton, Fla. *Page 26.*

GEN. SARNOFF becomes chairman of task force that will find out how military manpower can be more efficiently used. *Page 26.*

A B•T spot check of 27 broadcasters finds the belief strong that the day of the single rate card for day and night radio broadcasting is coming, and fast. *Page 27.*

THE Advertising Research Foundation's committee on radio and television rating methods will expand its membership and buckle down hard to the job of figuring out better ways to measure radio-TV. *Page 27.*

JUDGED by one-time, before-discount rates, the billings of the four national radio networks were bigger last September than in September, 1951. *Page 29.*

BMI issues fiscal year report that shows strong financial position and dominance of BMI tunes in popular music field. It doesn't make ASCAP members happy, and there's talk that ASCAP is raising a fund to entice hit-makers away from BMI. *Page 30.*

SOME television film makers have gone abroad to do their filming. Is film made in foreign countries better or cheaper than that made at home? These and other questions are answered in a special report. *Page 65.*

MOVIE exhibitors want FCC to give them 360 mc band for theatre television, as FCC hearings on question begin. *Page 63.*

FOUR more TV stations granted. *Page 63.* New applications begin on *Page 64.*

Upcoming

Oct. 28-29: AAAA Eastern Conference (New York, New England & Atlantic Councils) Fall regional Convention, Roosevelt Hotel, New York.

Oct. 30-Nov. 2: Final ABC-Affiliates Regional Meeting (Ga., N. C., S. C., Va., and Fla.), Ponte Vedra, Fla.

Nov. 3-4: Central Canada Broadcasters Assn. Annual Meeting, Royal York Hotel, Toronto, Ont.

(Other Upcomings, Page 38)

Closed Circuit

(Continued from page 5)

but will be referred to as Good Luck, "Jelke" being dropped due to recent unfavorable publicity not related to margarine business. Among things to be announced at meeting will be that Good Luck will use radio spot announcement campaign to be launched about middle of January.

ALTHOUGH HE'S 2,000 miles away, perhaps best informed man on TV hearing proceedings before FCC, notably those surrounding Denver contests and motion picture TV, is Senator Edwin C. Johnson (D-Col.). "Big Ed," chairman of Senate Interstate & Foreign Commerce Committee, which under his gavel has functioned as super FCC, gets regular intelligence reports from Nick Zapple, committee communications expert. He has been sitting in on all sessions.

IF HIGH POWER becomes issue in TV, it will likely be provoked by FCC's lady Commissioner Hennock. She has steadfastly opposed anything more than power adequate to cover immediate market for commercial TV stations in FCC executive sessions. FCC majority, however, is for maximum power to provide maximum service.

DESPITE popular appeal, there's some question whether any additional ships like *Vagabond*, housing seagoing "Voice of America" transmitters, will be built. Capable of generating 150 kw, ship nevertheless has had restricted operation because of necessity to anchor when transmitting and also because of interference with existing services. There was talk about several additional ships but these presumably will be held in abeyance until further experience is obtained. *Vagabond* now lies in European waters pumping 40 kw signal into Red dominated areas.

THERE ARE nonbroadcasters in number of new TV applications who will be surprised to find they have few secrets after being put to fire of comparative hearing before FCC. That's observation of those who know chips are down in TV hearings and see many newcomers flinching when they're faced with quiz on personal affairs and finances. Question is: How many "big names," already shy of excess publicity, will want to be turned inside out "on the record"?

TV ATTORNEYS can see that competitive hearings, virtually shorn of technical comparison which based findings in AM cases, more and more are becoming arena for comparison of applicants' "personal qualifications"—and even personal "disqualification." Big money potential of TV has lured wide variety of persons never before in radio, they note, hence many may be easy prey for new TV battle tactics.

KNEW SUES ON SITE

SUIT to prohibit TV grantee KXLY Spokane from putting its TV antenna atop Mt. Spokane, about 25 miles north of city, has been brought by KNEW that city. TV applicant KNEW claimed that if KXLY is permitted to use Mt. Spokane it will deliver signal so superior to KNEW's that that station will have to join KXLY on Mt. Spokane. KNEW already has own site and presumably does not want to be forced to move if, as and when it gets TV grant. KNEW also claimed that TV tower in state-owned park will destroy beauty and recreational use of park. Suit due to be heard in week or so.

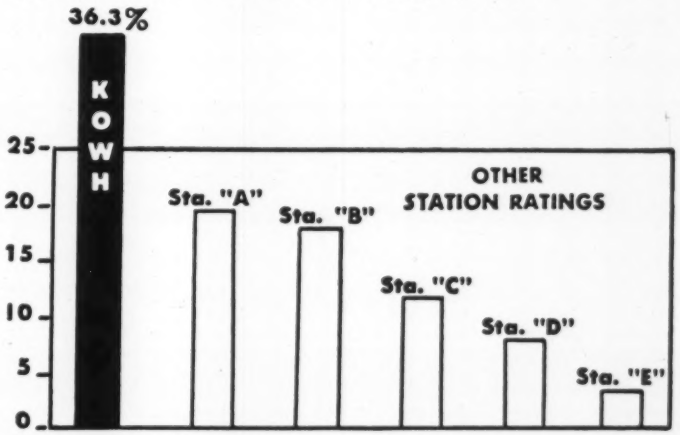
for more AT DEADLINE see page 98

All It Took was a Siesta...

Taken daily by a sizeable portion of Jamestown's population, to convince John Smith that communism couldn't produce the food direly needed by the settlement. "No work . . . no eat," was the doughty Captain's dictum cancelling out America's first Utopian experiment.

There's no snoozing in the competitive Omaha, Council Bluffs area either . . . yet wide-awake KOWH manages to stay head and shoulders over all comers. Cast an enterprising (free, of course) eye over the Hooper averaged below for the eleven-month period from October, 1951, to August, 1952.

- *Largest total audience* of any Omaha station, 8 A.M. to 6 P.M., Monday through Saturday! (Hooper, Oct., 1951, thru August, 1952.)
- *Largest share of audience,* in any individual time period, of any independent station in all America! (August, 1952.)



Kowh

OMAHA

AIMS — Association of Independent Metropolitan Stations

"America's Most Listened-to Independent Station"

General Manager, Todd Storz; Represented Nationally By The BOLLING CO.

One-arm driving is fine...

..so is one-arm "park benching"

..but it takes two arms to get the best results

to sell Memphis you need BOTH

WMC and WMCT

NBC—5000W
790 K.C.

Memphis' Only
TV Station

owned and operated by the Commercial Appeal

National Representatives - The Branham Company

BROADCASTING TELECASTING

THE NEWSWEEKLY OF RADIO AND TELEVISION

Published Weekly by Broadcasting Publications, Inc.

Executive, Editorial, Advertising and Circulation Offices:
870 National Press Bldg.
Washington 4, D. C. Telephone ME 1022

IN THIS BROADCASTING . . .

Agency Beat	12
Aircasters	60
Allied Arts	82
Editorial	52
FCC Actions	88
FCC Roundup	95
Feature of Week	18
Film Report	78
Front Office	54
New Business	16
On All Accounts	12
Open Mike	14
Our Respects to	52
Programs, Promotion, Premiums	84
Strictly Business	18
Telestatus	72
Upcoming	38

TELECASTING Starts on page 61

WASHINGTON HEADQUARTERS

SOL TAISHOFF, *Editor and Publisher*

EDITORIAL: ART KING, *Managing Editor;* EDWIN H. JAMES, *Senior Editor;* J. Frank Beatty, Earl B. Abrams, *Associate Editors;* Fred Fitzgerald, *Assistant Managing Editor;* Dave Berlyn, *Assignment Editor;* Lawrence Christopher, *Technical Editor.* STAFF: Harold Hopkins, John H. Kearney, Patricia Kielty, John Osbon, Keith Trantow. EDITORIAL ASSISTANTS: Evelyn Boore, Kathryn Ann Fisher, Pat Nickens, Blanche M. Seward, Wanda Speights; Gladys L. Hall, *Secretary to the Publisher.*

BUSINESS: MAURY LONG, *Business Manager;* Winfield R. Levi, *Sales Manager;* George L. Dant, *Adv. Production Manager;* Harry Stevens, *Classified Advertising Manager;* Eleanor Schadi, Joan Sheehan, Betty DeVol; B. T. Taishoff, *Treasurer;* Irving C. Miller, *Auditor* and *Office Manager;* Eunice Weston, *Assistant Auditor.*

ART AND LAYOUT: Duane McKenna.

CIRCULATION AND READERS' SERVICE: JOHN P. COSGROVE, *Manager;* Elwood M. Slee, Sheila Byrne, Ernest Kanelopoulos, Betty Jacobs, Walter Cotter.

NEW YORK BUREAU 488 Madison Ave., Zone 22, *Plaza 5-8355.* EDITORIAL: Rufus Crater, *New York Editor;* Florence Small, *Agency Editor;* Rocco Famighetti, Dorothy Munster, Liz Thackston. **Bruce Robertson,** *Senior Associate Editor.*

ADVERTISING: S. J. PAUL, *Advertising Director;* Eleanor R. Manning, *Assistant to Advertising Director;* Kenneth Cowan, *Advertising Representative.*

CHICAGO BUREAU 360 N. Michigan Ave., Zone 1, *CEntral 6-4115;* William H. Shaw, *Midwest Advertising Representative;* Jane Pinkerton, *News Editor.*

HOLLYWOOD BUREAU Taft Building, Hollywood and Vine, Zone 28, *HEmpstead 8181;* David Glickman, *West Coast Manager;* Marjorie Ann Thomas.

TORONTO: 417 Harbour Commission, *EMpire 4-0775* James Montagnes.

SUBSCRIPTION INFORMATION

Annual subscription for 52 weekly issues: $7.00.

Annual subscription including BROADCASTING Yearbook (53rd issue): $9.00, or TELECASTING Yearbook (54th issue): $9.00.

Annual subscription to BROADCASTING • TELECASTING, including 54 issues: $11.00.

Add $1.00 per year for Canadian and foreign postage. Regular issue: 35¢ per copy; 53rd and 54th issues: $5.00 per copy.

ADDRESS CHANGE: Please send requests to Circulation Dept., BROADCASTING • TELECASTING, National Press Bldg., Washington 4, D. C. Give both old and new addresses, including postal zone numbers. Post Office will not forward issues.

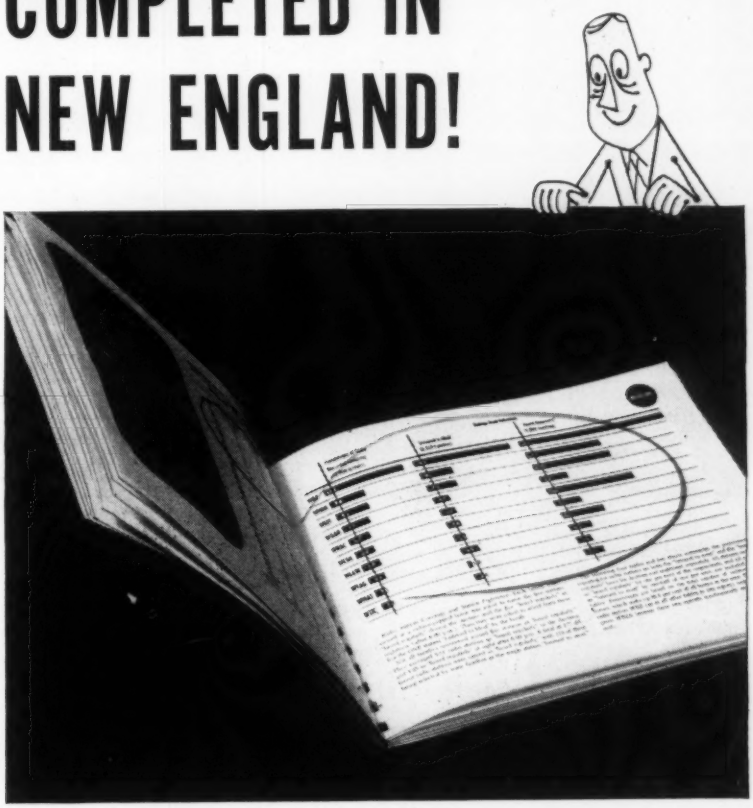
BROADCASTING® Magazine was founded in 1931 by Broadcasting Publications Inc., using the title: BROADCASTING®—The News Magazine of the Fifth Estate. Broadcast Advertising® was acquired in 1932 and Broadcast Reporter in 1933.

®Reg. U. S. Patent Office

Copyright 1952 by Broadcasting Publications, Inc.

Advertisement

SEE THE MOST THOROUGH AUDIENCE SURVEY EVER COMPLETED IN NEW ENGLAND!



If you're selling in New England, you can't afford *not* to use this new Whan report!
Tells you the best hours, the best programming, the best station!

WBZ / WBZ-TV

BOSTON

WESTINGHOUSE RADIO STATIONS Inc

KYW • KDKA • WOWO • KEX • WBZ • WBZA • WBZ-TV

National Representatives, Free & Peters, except for WBZ-TV; for WBZ-TV, NBC Spot Sales

Interviews conducted in one of every 181 homes

To give educators and advertisers a comprehensive picture of adult radio-TV listening habits in New England, Dr. Forest L. Whan has compiled a study that penetrates more deeply into this audience than any heretofore published. Interviewers visited more than 10,000 New England homes.. one out of every 181 in the area. Each county, city, village and farm section received its proportionate share of the sample, based on the Federal Census of 1950. Sampling was also controlled on a basis of geography, urbanization, and economic standards.

A new diary technique

Part of the survey was achieved through the use of written diaries left in the respondents' homes. A diary record of listening or viewing (by quarter hours) on *each set* (separately) was kept by selected families for a 7-day period. The results offer an excellent criterion for judging the effectiveness of various quarter-hours over the full range of the broadcasting week.

Set ownership and operation

Among the 70 pages of findings are these: 98.5% of the homes checked have radios. Almost 60% have two radio sets or more. About half of the families own a TV set. *Simultaneous* use of radio and TV sets is more common than might be anticipated. Other findings, expressed in tables and charts in the printed report, include data on out-of-home listening; "listened to most" and "heard regularly" ratings for both radio and TV stations; shares of audience by quarter-hours; size of customary audiences; preference for type of program.

With this report at hand, you can tell in advance just where and how an appropriation can be spent most effectively on New England airwaves. We invite you to use the study for this purpose, and to choose media impartially for your own best interests. If you haven't a copy in file, get in touch with these stations, with Free & Peters, or with NBC Spot Sales.

THE People's Choice* IN PORTLAND OREGON

MULTNOMAH, one of the gateways to the Portland area, is a bustling city serving both industrial and agricultural areas. It is part of a rapidly growing residential district that has increased its size tremendously during the post-war period.

CIVIC LEADER J. L. Whitcher of Whitcher Printing Company and Multnomah Chamber of Commerce president, asserts, "KGW brings us the top programs of the day, both national and local. It has demonstrated its interest in us and we in turn have always felt a loyalty to this pioneer radio station."

You cannot adequately cover the northwest without KGW! Listener loyalty available for your product in the ever-growing Oregon-Southwest Washington Market. Examine these picture captions for proof of the "putting". Yes, "put" your advertising dollars in KGW spots and reap the reward of the best radio salesmanship available anywhere!

KGW is the pioneer station in the Portland area with more than thirty years continuous service to the community.

Ask anyone in the Portland Metropolitan area and nine out of ten can tell you that KGW is 620 on the radio dial! This highly desirable low frequency delivers a listening audience in a 12,000 square mile area to you.

If you are not on the KGW band wagon, investigate now because it is true you cannot adequately "sell" this Greater Portland area without KGW!

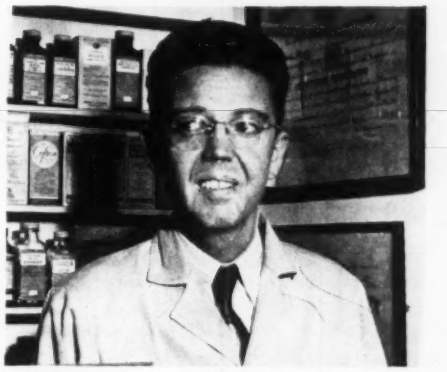
KGW

NBC AFFILIATE

PORTLAND, OREGON

REPRESENTED NATIONALLY BY EDWARD PETRY & CO., Inc.

IN MULTNOMAH THEY KNOW SIX TWO OH!



DRUGGIST Don Germain of Multnomah Drug says, "Public service and interest in our community activities has made KGW the outstanding favorite in Multnomah."

BUSINESSMAN Lynn Cavitt of Copeland Lumber Company, reports, "The highest type of service and programming have become KGW by-words. Our favorite for many years."

GROCER Bill Ryan of Ryan's Thriftway Market, declares, "KGW's merchandising promotion has helped sales on KGW-advertised national brands we handle. It's the best bet in Portland."

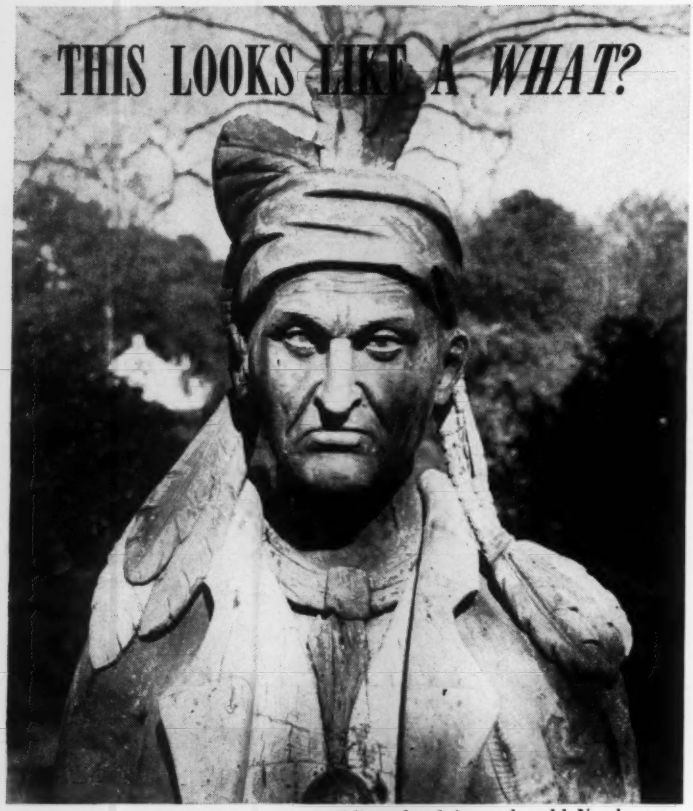
BUSINESSMAN Percy Hughes of Multnomah Variety Store, asserts, "KGW has been known in the Oregon-Washington area for so many years that it has naturally taken a place as a leader."

Multnomah...

Serving a retail trade area of more than 30,000 persons and within easy reach from downtown Portland, is becoming a new and rich area in residential and industrial expansion. The Choice here again is KGW!

BANKER Dwight E. Gard, president of The Multnomah Bank, reports, "KGW listenership has always been superior in our community. A big station that still takes an interest in local activities. We think it's the best in the west."

DRUGGIST B. J. Adleman of Adleman's Rexall Drug Store, says, "KGW is the only station that takes such a local interest in our Portland communities. Prestige and popularity, no one can duplicate, result."



*figurehead from the old Natchez
photo from Philip Gendreau

If this looks like a cigar-store Indian to you, it's because you always think of cigar-stores when you see wooden Indians.*

Blonde cigarette girls have probably sold more tobacco products than all the wooden Indians in the world, but would a blonde's picture have made you think of tobacco?

Further, if we'd shown an unidentified cigarette, you'd have probably thought only of the one you now use.

However, if we could have played the melody of a cigarette jingle, *brand identity would have been instant*, regardless of your preference.

The point is that although cigarettes (and other products) look alike and are used alike . . . on radio they *don't sound alike!*

So, what can you *show* smokers that you can't *tell* more of them, more often for less money than you can with radio?

KOMA Avery-Knodel, INC.
AFFILIATED WITH KTUL, TULSA — RADIO STATION REPRESENTATIVES
50,000 WATTS • CBS RADIO
J. J. BERNARD *Vice-President and General Manager*

agency

H. H. DOBERTEEN vice president and director of media for Benton & Bowles, N. Y., to Foote, Cone & Belding, same city, as vice president in charge of media, effective Nov. 17.

ROBERT L. SMOCK, Doherty, Clifford, Steers & Shenfield, N. Y., to Dancer-Fitzgerald-Sample, same city, as vice president and copy supervisor.

JAMES F. EGAN, vice president in charge of copy, Doherty, Clifford, Steers & Shenfield Inc., N. Y., elected to agency's board of directors.

ROBERT A. DEARTH elected a vice president of Ross Roy Inc., Detroit.

RAY WAGNER, radio-TV department, Young & Rubicam, N. Y., to agency's Hollywood office where he will head radio and TV commercial writing and production. **WILLIAM SCHURR**, commercial writer, has also moved from eastern office to Hollywood.

BOGART CARLAW, copy chief of Biow Co., N. Y., to Ted Bates & Co., same city, as member of copy staff.

on all accounts

IRENE HESS, timebuyer at Ruthrauff & Ryan, Chicago, is more interested in the sales patterns of her clients than in the Vogue patterns from which she makes her clothes.

A business-like gal, Miss Hess nevertheless combines her radio-TV aptitudes with those along more aesthetic lines. She designs and sews her own clothes, has a musical training which passed the harmony and counterpoint stage, enjoys legitimate theatre and confesses to harboring a ravenous travel-bug.

At R & R where she buys for such clients as Demert & Dougherty (Heet), Staley, Reddi-Wip, Janney-Semple-Hill, Horlick's and Krey Packing, Miss Hess is concerned with making careful buys which bring the client dollar-for-dollar value.

Ever-increasing TV time charges make costs of upcoming campaigns hard to estimate, but business in both media is booming. On many AM stations, she notes, good time slots are completely closed. One major metropolitan station a fortnight ago could not offer a single daytime spot, she says.

The tightening broadcast trends, however, "are separating the men from the boys," and the aggressive station operator is checking his schedules more carefully, going into promotion and merchandising and offering better programming and the kind of service which clients now expect, in her opinion.

Miss HESS

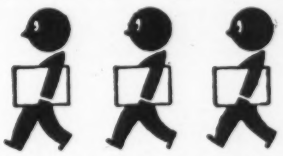
Irene Hess was born in Chicago, the only daughter in a three-son family. She lives now on the city's North Side with her father, who does the cooking, and a brother. Periodically, she junkets off to distant parts, but these trips are less frequent since she entered the radio business. After graduation from high school, she habitually took off to the Indies on a banana boat, or the West Coast or Panama, returning only when her money ran out.

When the responsibilities of radio became a large part of her life, she relegated most of her travels to flying weekends to Bermuda and longer jaunts to regular vacations. Before the war, she spent three-and-a-half months driving through Europe. Last summer, at the last-minute suggestion of a friend, she visited South America, stopping in Panama, Peru and Bolivia in a fast three-week flying trip.

Miss Hess entered radio in 1943, working for Carl Wester on his

XUM

beat



JOHN MARTIN GILBERT, art director, and **JOHN WEYL**, legal counsel, Vick Knight Inc., Hollywood, elected vice president and secretary, respectively.

GEORGE C. HEARN, account executive at Action Adv., Memphis, and formerly manager of WFAK there, elected agency vice president.

JIM COYLE, assistant manager of KOWL Santa Monica, Calif., forms **J. E. COYLE Adv.**, 3049 W. 8th St., L. A. Telephone is Dunkirk 3-3949.

ROLLO HUNTER, copy chief, John I. Edwards & Assoc., Hollywood, to Erwin, Wasey & Co., L. A., as copywriter.

FRANK RYHLICK, radio-TV director, Ross, Gardner & White Adv., L. A., to Geoffrey Wade Adv., Hollywood, as copywriter.

DAVID HANSON, TV producer, Nat C. Goldstone, Beverly Hills (talent agency, program packager), to Leo Burnett Co., Hollywood, as TV director.

ANITA BERKE, office manager, Good Time Jazz Co., Hollywood (music publishers), to Vick Knight Inc., that city, as media director.

MARK J. WOLTERS to Warner, Schulenburg, Todd & Assoc., St. Louis, as production manager.

WARREN THOMAS to DeMartini Assoc., Phila., as associate art director. **PAUL V. FORTE** added to staff as public relations director.

IRA E. DEJERNETT Adv. Agency, Dallas, elected to membership in AAAA.

FENSHOLT Co. has changed name to **FENSHOLT ADV. AGENCY**, Chicago.

BRUCE NELSON, Hollywood free lance illustrator, to Edwards Agency, L. A., as art director.

SHIRLEY E. HERZ appointed publicity director, Product Services Inc., N. Y.

CYRIL E. LIVINGSTON, director of media, Ketchum, MacLeod & Grove Inc., Pittsburgh, elected secretary.

DAVID S. WHITE promoted to assistant art director, Hening & Co., Phila.

CALVERT & PERRY Adv., Hollywood, changes name to **J. RUSSELL CALVERT & Assoc.** and moves to 11638 Barrington Ct., L. A. Telephone is Bradshaw 2-7514.

MATHISSON & Assoc., L. A., opens offices at 1127 Wilshire Blvd. Telephone is Mutual 2482.

hour-per-day five days weekly, serial strip. It included *Road of Life* for Procter & Gamble and *Guiding Light, Today's Children* and *Woman in White* for General Mills. She learned every angle of the business, from casting to selling, in her first broadcast job.

Three years later she went to the O. L. Taylor Co. (station representative firm) working as liaison between agencies and the salesmen. In her fifth and final year there she was assigned to selling on specific products at agencies, becoming one of three women time sellers in Chicago and the first in the Taylor organization.

Miss Hess joined the timebuying staff of Ruthrauff & Ryan in May 1951.

Obviously OUTSTANDING...

FOUR TOP PEORIAREA INDUSTRIES SELECT ONE MASS MEDIUM FOR MOST EFFECTIVE COMMUNITY RELATIONS.

Community relations is personal relations. That is why these industries use WMBD . . . reaching ALL the Peoriarea with the warmth and friendliness of the human voice.

"Careers Calling" . . . *a panel of experts answer 'career' questions from high school students.*

"Our Neighbors Sing" . . . *Peoriarea vocal groups are provided an outlet for their talent.*

"Sounds Of Our Times" *a document in sound reflecting the ever changing events in the city, nation, and the world.*

"Singing Rails" . . . *music of general appeal is the vehicle for community messages.*

These programs, developed by our special events department, are another example of WMBD's outstanding leadership and service to the Peoriarea community.

See Free & Peters . . .

AM WMBD FM

FIRST in the Heart of Illinois

PEORIA

CBS Radio Network 5000 Watts

open mike

Happy Birthday

EDITOR:

OBSERVANCE OF THE TWENTY-FOURTH BIRTHDAY OF WGH GIVES ME OPPORTUNITY TO CONGRATULATE YOU ON COMPLETION OF YOUR TWENTY-FIRST ANNIVERSARY OF UNSTINTED SERVICE TO OUR INDUSTRY AND THE LISTENING PUBLIC. SINCERE PERSONAL REGARDS AND BEST WISHES FOR MANY YEARS OF CONTINUED SUCCESS AND PERSONAL HAPPINESS.

EDWARD E. BISHOP
GENERAL MANAGER
WGH NEWPORT NEWS, VA.

* * *

EDITOR:

Congratulations on BROADCASTING • TELECASTING's 21st birthday. . . . With all good wishes for many more years of the same fine type of objective reporting. . . .

William S. Hedges
Vice President
NBC
New York

EDITOR:

A little late but none the less sincere, my congratulations on your 21st anniversary. . . .

May your influence, circulation and linage continue to grow.

Martin B. Campbell
Supervisor of Radio-TV
WFAA-AM-TV Dallas

* * *

United, We Fall

EDITOR:

Somebody's wrong on that little item tucked away on page 58 of the Oct. 20 issue under "Aircasters." It states that Mary Holt has joined WJMO in our fair city.

Mary, top woman disc jockey in this area, has been with us for three years and we look forward to a long, happy, profitable association from here on out. She not only has not left us but her schedule has been increased from an hour to an hour and a half each night, Monday through Friday, plus her special Sunday show.

Samuel R. Sague
President
WSRS Cleveland

[EDITOR'S NOTE: B•T regrets the error. Story was submitted by United Broadcasting Co., owner of WJMO.]

* * *

Switcheroo

EDITOR:

The enclosed item [from the *Chadron* (Neb.) *Record*]—a reverse twist to broadcasters who claim same when money is spent for space instead of time—might bring a smile. And then, again, it might not.

Our nomination for the most undiplomatic political candidate was the classic we heard of recently who sent publicity releases to all the newspapers in his area asking them to "give" him some space to plug his broadcasts. He informed his "hoped for" benefactors that he was spending so much money paying for broadcasts that he couldn't afford to buy any space with them.

Hugh McCoy
News Dept.
KFAB Omaha

* * *

Typo

EDITOR:

Your piece on page 25 of the October 20 BROADCASTING • TELECASTING about the new spot telecasting contract is fine except for the typographical error at the top of the last column.

Cancellation of programs after first 13 weeks is on 28 days notice, not 21.

You may want to correct this in the interests of avoiding confusion.

Kenneth Godfrey
Senior Staff Executive
American Assn. of Advertising Agencies
New York

* * *

New Testament

EDITOR:

. . . I've been reading BROADCASTING • TELECASTING for well nigh unto 16 years—through 10 years of commercial radio, five in educational radio and one year plus now in religious broadcasting. My ordained colleagues smile patiently when I refer to it as my "Bible." . . .

John Groller
Secy. of Broadcasting
Board of National Missions
Presbyterian Church in the United States of America
New York

* * *

Oops

EDITOR:

It happens in the best of well-regulated organizations — those little mishaps with print, or a slip of the lip, which puts tongue in cheek. Meaning, that I looked twice and read a paragraph three times which appeared on page 42 of last week's BROADCASTING • TELECASTING; then I found I was robbed.

It so happens that I was misquoted in the talk which I gave at the NARTB Third District meeting in Harrisburg. The report stated that I "opposed giving national rates to accounts whose products and services are nationally distributed." What I said was that I was opposed to giving local rates to accounts whose products and services are nationally distributed, and that local rates should apply solely to local stores.

A. K. Redmond,
General Manager
WHP Harrisburg, Pa.

LEADERSHIP IS EARNED • LEADERSHIP IS EARNED • LEA

1922 • 1952
30
WSYR
AM FM TV

30 years of skilfully fitting a top-quality medium to a top-quality market is ringing cash registers all over rich Central New York for WSYR's and WSYR-TV's local and national advertisers.

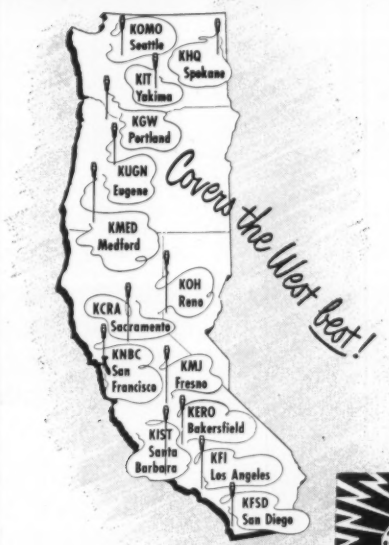
Write, Wire, Phone or Ask Headley-Reed

WSYR SYRACUSE
AM • FM • TV

NBC AFFILIATE —The Only Complete Broadcasting Institution in Central New York

TOP COVERAGE

...to harvest a bumper crop of Western sales!



Hitching your sales program to NBC Radio plows deeper profit furrows in the fertile West

The farm-rich, industry-rich Pacific Coast, with the highest per capita income in the United States, is ready to buy your product or service. Make sure your sales message gets to this *16 billion dollar* market. Use NBC, the network with top coverage in the Far West!

NBC Pacific Coast Network plants your product's selling points firmly in 83.5% of all Pacific Coast radio homes. Good business can't help sprouting with that sort of cultivation. *And NBC costs-per-thousand are lower than those of any other far-western network!*

Make this year's crop of profits your biggest! Call your NBC sales office for details on how to reap the most sales *for the least money* out west!

WESTERN NETWORK • NATIONAL BROADCASTING COMPANY
A Division of Radio Corporation of America
HOLLYWOOD • SAN FRANCISCO • CHICAGO • NEW YORK

new business

Spot • • •

ELGIN AMERICAN Div. of Illinois Watch Case Co., Elgin, Ill., begins five-week pre-Christmas gift campaign with sponsorship of half-hour film, *Hollywood Guest Star*, in 20 TV markets. Earliest and latest running dates are Nov. 18 and Dec. 22. Agency: Russel M. Seeds Co., Chicago.

POSTAL FINANCE Co., Omaha, Neb., and its affiliate, MUTUAL LOAN Co., Sioux City, Iowa, planning radio campaign to promote "finance by mail" business. Agency: Bozell & Jacobs Inc., Chicago.

CANADIAN GOVERNMENT, Dept. of Finance, Ottawa (Canada Savings Bond campaign), using spot announcements and flashes on all Canadian stations during Oct.-Nov. bond campaign period. Agency for English-language announcements: Ronalds Adv. Ltd., Montreal; for French-language announcements: Canadian Adv. Agency Ltd., Montreal.

Network • • •

R. J. REYNOLDS TOBACCO Co., Winston-Salem, N. C. (Camel cigarettes), sponsoring roundup of Saturday afternoon football games, *Camel Football Scoreboard*, 5:30-5:45 p.m. EST over NBC radio, until Nov. 29. Agency: William Esty & Co., N. Y.

NORTH AMERICAN VAN LINES, L. A., started first quarter-hour segment of *CBS Newsroom, Sunday Desk* Oct. 26 on 19 CPRN stations, Sun., 5:30-6 p.m. PST, for 13 weeks. Firm renewed *George Fisher's Let's Go Hollywood* on 22 CBS Radio Mountain stations, Sun., 1:15-1:30 p.m. PST, for 13 weeks from Oct. 26. Agency: Castor & Assoc., L. A.

MURINE Co., Chicago, will sponsor nine five-minute segments of *Today* on NBC-TV, using three per week for three weeks from Nov. 4. Agency: BBDO, Chicago.

WELCH GRAPE JUICE Co., N. Y., renewing sponsorship of *Howdy Doody* over NBC-TV alternate Fri., 5:45-6 p.m., for 52 weeks effective Dec. 5. Agency: Doherty, Clifford, Steers & Shenfield, N. Y.

COLONIAL DAMES Inc., Hollywood (cosmetics), started weekly five-minute segment of *Bob Garred and the News* on 27 ABC Pacific Radio stations, Wed., 7:30-7:40 a.m. PST, for eight weeks from Oct. 15. Agency: Walter W. Rae Adv., Laguna Beach, Calif.

Agency Appointments • • •

KNOUSE FOODS COOPERATIVE Inc., Gettysburg, Pa. (apple processors), appoints N. W. Ayer & Son, Phila.

CAMPBELL PRODUCTS Co., Bensenville, Ill. (Shave-Whip brushless shaving cream), appoints Philip J. Meany Co., L. A.

EXCHANGE LEMON PRODUCTS Co., Covina, Calif. (bottled fresh orange juice), appoints Universal Adv. Agency Inc., Hollywood. TV spot announcement campaign has started on KNBH (TV) Hollywood and KGO-TV San Francisco with more markets to be added.

STRATOSPHERE PRODUCTS, L. A. (Skyway anti-freeze), appoints Holzer Co., that city. Spot announcements are being used in six midwestern radio markets.

MAGIC PANTRY Co., L. A. (built-in home freezers), appoints Walter McCreery Inc., Beverly Hills. Radio-TV will be used. CHARLES B. GANZ is account executive.

Adpeople • • •

PERRY L. SHUPERT, vice president in charge of sales for Miles Labs., Elkhart, Ind., elected vice president in charge of sales and advertising. H. S. THOMPSON is new advertising consultant. Other changes: O. B. CAPELLE, advertising manager; L. E. WADDINGTON, assistant advertising manager.

JACK SIEGRIST, advertising and sales promotion manager, Admiral Corp., N. Y., to Motorola Inc., Chicago, as national advertising manager.

ROBERT B. QUICK, advertising department, Procter & Gamble, Cincinnati, to Morton Salt Co., Chicago, as assistant to advertising manager.

WHAT BETTER PLACE than here

to hit your point of purchase? Harry Parnas, Cecil & Presbrey, New York, is the top decision-maker who can't miss your advertisement if it's in the 1953 BROADCASTING YEARBOOK. It works for you every working day of the year—the annual one-time shot campaign.

RESERVE SPACE IN THE 1953 YEARBOOK TODAY! DEADLINE: NOVEMBER 20 FOR PROOF. DECEMBER 1, FINAL.

XUM

WAPI

"The Voice of Alabama"

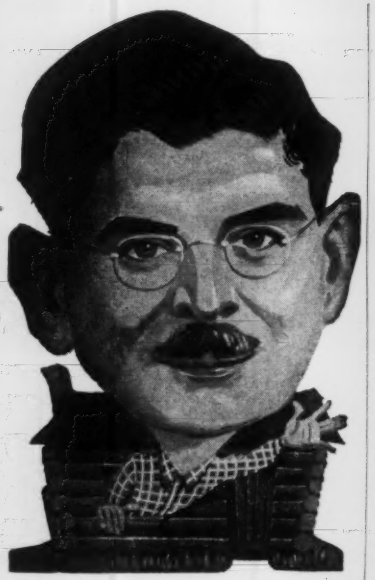
already commanding the largest average total-week audience in the Birmingham area, month after month—now

10,000 WATTS

daytime (5,000 watts nighttime)—now twice the daytime power of any other network station in Birmingham!

REPRESENTED BY CBS RADIO SPOT SALES

*Pulse, Sept. 1950-Aug. 1952



Ludlam's Lodge

Do you want to know whether you can take a dog into Canada on a hunting trip? Or the cost of a hunting license in Ohio? Or how to cook blowfish?

Or do you want to know how to sell more fishing tackle and hunting equipment, or beer, or potato chips, or soft drinks?

If you have a product which appeals to the outdoorsman, young or old, man or woman, "Ludlam's Lodge" can answer these questions.

In the 5-5:30 p.m. Saturday spot on WRC for two years, "Ludlam's Lodge" is now available to national advertisers. Kennedy Ludlam solves problems in the field of outdoor sports for all his listeners. He's also the man who can solve **your** selling problems in the Washington market—so why not call your nearest NBC Spot Sales office **now** for details?

IN THE NATION'S CAPITAL
YOUR BEST BUY IS

FIRST in WASHINGTON

WRC NBC

980 KC • 93.9 FM

Represented by NBC Spot Sales

feature of the week

FAITH in television's selling power has paid off for a Grand Rapids automobile dealer.

Learning that a Hudson dealer in Chicago had done well with TV, Marion Marsh of the Down Town Hudson agency thought he, too, could make the medium pay. Because TV prices were high, it took a lot of deliberation on his part. But after examining statistics of TV success stories, he signed for a 13-week series over WOOD-TV Grand Rapids.

His program, *Talent Quest*, amateur show, aired 6:30-7 p.m. Thursday, featured Bill Roh as m.c. Mr. Marsh labored long over commercials, which he delivered in person. He gave time to a blood bank drive. He pushed everything of a civic nature. He adopted the theme of "Look, folks, the kids [on *Talent Quest*] are wonderful. We are proud that your purchases of new and used cars make it possible for us to give them this break."

Competititors in and around Grand Rapids seemed to be sure that Mr. Marsh entered a bad deal when he signed his first 13 weeks. When he signed again, they figured he was going out on a long, shaky limb.

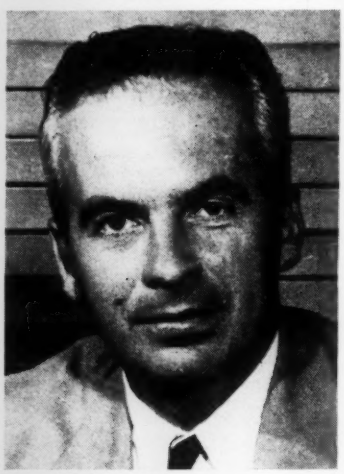
Sales did not result immediately. During the first four weeks, Mr. Marsh wasn't so sure that he'd made a good buy. But he didn't lose faith in TV. And from then on the sales curve climbed sharply. Business chalked up a 50% increase for its fiscal year, which ended in July.

AT SIGNING for additional 13-week contract on WOOD-TV are (seated, l to r) Williard Schroeder, WOOD-TV general manager, and Mr. Marsh; standing, Jim Leeth, station's salesman, and Mr. Roh.

* * *

Evidence that Mr. Marsh is happy he didn't lose faith in TV: Last fortnight he signed for another 13 weeks on WOOD-TV. And he's enjoying that last laugh on his competitors.

strictly business



Mr. MAYO

Basic training: Radio; Assignment: Selling

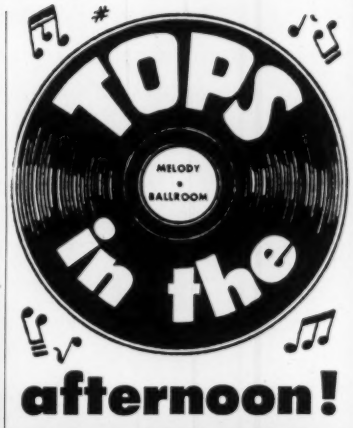
ROBERT C. MAYO, sales director of WOR-TV New York, can testify that it's not only the early bird that catches the worm.

Back in 1936, Mr. Mayo, fresh out of Princeton U., applied at CBS for a position in the training program which the network was instituting for college graduates. When he made his appearance, CBS already had selected its quota of six promising graduates. He created such a favorable impression that CBS decided to raise its quota to seven.

This concession was but part of the career pattern Mr. Mayo had charted for himself. He made his first "sale" in the broadcasting industry by convincing CBS executives that his future lay in sales and not in programming which his college training program had encompassed. His first assignment was on CBS' sales service staff.

That Mr. Mayo knew what he wanted was attested in his upward climb. By the time he left CBS in 1940 he had served as assistant to the sales service manager and as a member of WCBS New York's sales department. He joined WOR New York in 1940 as a salesman,

(Continued on page 42)



afternoon!

MELODY BALLROOM

WFBR crack disc jockey show—is the No. 1 radio record show in Baltimore in the afternoon!

Looking for a participation show you can brag about, instead of having to justify? WFBR's home-grown Melody Ballroom carries *more* audience than any other afternoon radio record show—*more than high-cost TV shows!* Make *sure* your radio dollar's well spent in Baltimore—buy Melody Ballroom on WFBR. Just ask your John Blair man or contact any account executive of . . .

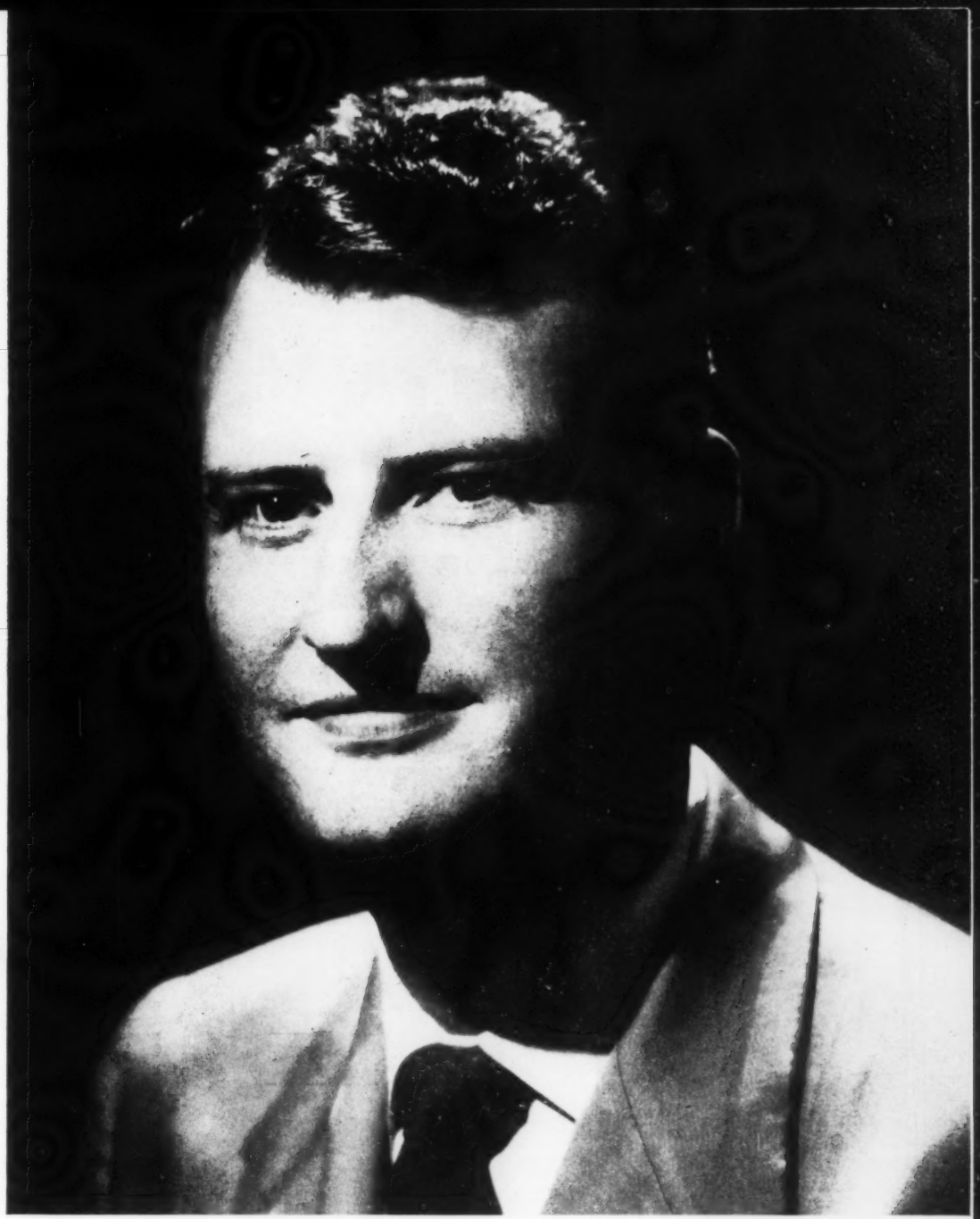
ABC BASIC NETWORK

WFBR

5000 WATTS IN BALTIMORE, MD

XUM

Local Boy Makes (WBT) Good



COLOSSUS OF THE CAROLINAS

Consistent, convincing Bob Bean progressed steadily from one Carolina radio station to another until he made the Carolina "big time"—50,000 watt pioneer, WBT. In another and more important sense, Bob Bean and men like him make WBT. They give WBT local programs the network quality with local character that make goods move.

WBT

CHARLOTTE, NORTH CAROLINA

JEFFERSON STANDARD BROADCASTING COMPANY

Represented Nationally by CBS Radio Spot Sales

UHF pylons

Adjustable Beam, High-Gain TV Antennas

Check these 9 features

Any power to 1000 KW

RCA UHF Pylons have ratings suitable for any transmitter power up to 50 kw... and for an ERP (Effective Radiated Power) up to 1000 kw.

Power gains up to 27

RCA UHF Pylons can be furnished with gains in the order of 3, 6, 9, 12, 21, 24 and 27.

Adjustable beam tilt

The "Beam Tilt" of the RCA UHF Pylon is a "built-in" feature. Easily adjusted in the field, you are assured of best possible coverage and maximum vertical pattern reinforcement. Mechanical "beam tilt" by leveling plates—electrical "umbrella" effect by sliding transmission line fitting.

Near perfect circularity

With the RCA UHF Pylon, you get equal signal in all directions. The measured and theoretical patterns are within 1% of a perfect circle!

No protruding elements

Nothing "sticks out" from the RCA Pylon. The smooth surface of the pipe itself is the radiator. There's nothing to bend or break under ice or wind load.

No tuning adjustments

The RCA UHF Pylon is "custom tuned" for your frequency—in the RCA plant. You put it up, connect the line, and throw the switch! Absolutely no tuning required.

Null fill-in

High-gain antenna measurements show the first null filled in about 10%—satisfactory for all except unusual mountain top locations. See the curves below.

Special matched transmission line

No UHF antenna will function properly unless the transmission line closely matches the antenna. RCA supplies *specially designed* lines, not available anywhere else. Factory tests on this line show VSWR better than 1.05 to 1.0.

Complete accessories available

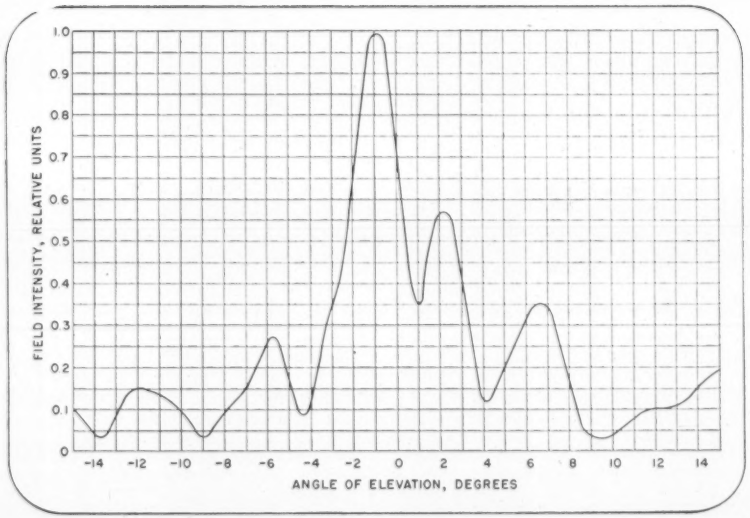
RCA can supply transmission line fittings, towers, directional couplers, signal demodulators, UHF loads, wattmeters, filterplexers—all *specifically designed* to work with the UHF Pylon.

REMEMBER! *Only* by having *everything matched* from transmitter to antenna can you be sure of results. Why take a chance? Call your RCA Broadcast Sales Representative.

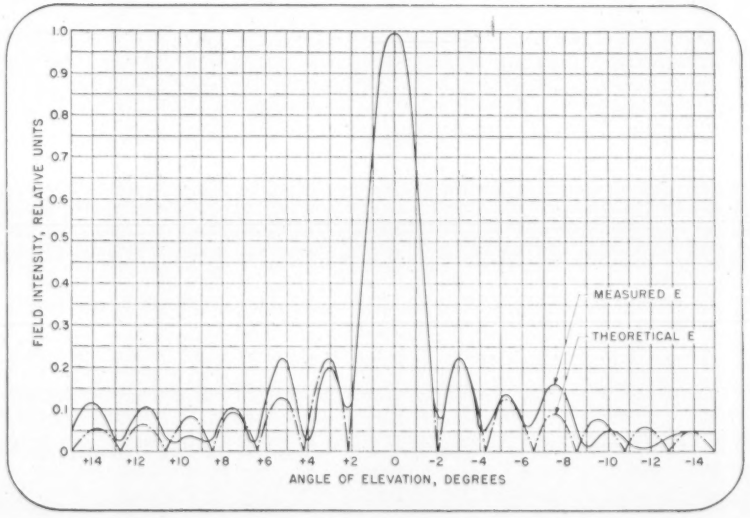
line fitting.

first null filled in about 10%—satisfactory for

your RCA Broadcast Sales Representative.



Typical measured vertical field pattern of a UHF Pylon. Phasing adjusted for 0.92° pattern tilt.



Typical calculated and measured vertical field pattern of a UHF Pylon. Channel 75 (838 Mc).

Leading Jobbers

in Louisiana, Arkansas, Texas

Praise KWKH

E. G. JOHNSON, President, DeSoto Wholesale Grocery Co., Shreveport, SAYS:

"We like KWKH— it gets results"

GRAY McCRAW, President, McCraw Distributing Co., Shreveport, SAYS:

"The agency knew, when they picked KWKH"

MASON JACKSON, JR., The Mason Jackson Co., Shreveport, SAYS:

"Outstanding results with KWKH"

If you want the *truth* about the impact a radio station has in its area—the *truth* about its effect on its listeners' living and buying habits—ask the progressive jobbers, distributors and wholesalers in that station's area.

Many of these businessmen may know very little about BMB figures, half-millivolt contours, hours per day spent with various media, etc. But oh!, what they know about the *sales* a station can produce!

That's why we're proud that most of the leading jobbers in Shreveport praise KWKH—recommend it to their sources—use it, themselves, when they spend their own advertising dollars. May we send you all the facts?

KWKH

A Shreveport Times Station

SHREVEPORT Texas LOUISIANA Arkansas

The Branham Company Representatives

Henry Clay, *General Manager*

50,000 Watts • CBS Radio

XUM

BROADCASTING

Vol. 43, No. 17 OCTOBER 27, 1952

CAMPAIGN'S RADIO-TV FEVER

Rages; Nears Deadline

By JOHN OSBON

BROADCASTERS are walking a political tight-rope as a result of a scramble by both parties for sizable chunks of time to cap the 1952 Presidential campaign.

The welter of problems posed by political time broadcasts could be compounded a thousand-fold if the politicos carry "equal time" requests to a literal conclusion.

The scope of the issue is only partly pointed up by the demand of the Volunteers for Stevenson for detailed data from radio-TV outlets in 63 "critical" counties on the extent of their time sales to the Republicans. Group last week reported progress on its quest for information from stations.

Extensive network time purchases by both parties the past fortnight could raise additional problems for broadcasters bent on offering equal time to both parties and otherwise preserving a semblance of program balance.

Further report on Stevenson volunteer plans came amid these other developments:

● The Republican National Committee rounded out its nationwide radio-TV timebuys, announcing plans for nine network simulcasts, seven in the last seven days of the campaign, climaxed by a heavy election eve schedule. Between $800,000 and $900,000 is involved in the commitments.

● The Democrats also announced firm speaking dates with extensive network coverage of major speeches, using principally the facilities of DuMont TV Network and CBS Radio.

● Both the Citizens for Eisenhower and Volunteers for Stevenson renewed last-fortnight appeals for money to buy more broadcast time.

● Various local political groups bought time on statewide network radio affiliates.

● ABC announced plans for technical coverage of election returns revealing the existence of a new "robot reporter."

The volunteers have contacted some 300 stations seeking details of GOP radio-TV plans and asking whether equal time would be extended to the Democrats [B•T, Oct. 20, 13]. Stations have indicated they would make such time available.

With election day fast approaching, it was not known late Thursday what course of action the volunteers would pursue. A spokesman for the volunteers reported that most of the stations contacted have returned questionnaires. "Most of them have been extremely cooperative in supplying the requested data, while others have referred us to their attorneys," he said. All stations noted they would sell equal time, he added.

Refers to Answers

The spokesman cited replies from New Haven (two out of three), Newark (three of five), Camden-Trenton, N. J. (all), South Bend (two of three), Cedar Rapids (two of five), Sioux City (two of three).

The questionnaire had asked stations to furnish a statement of time sold to the Republican National Committee or related groups, and whether they would furnish equal time under similar conditions.

"The data accumulated thus far seems to substantiate the existence of the GOP $2 million spot blitz," the volunteers spokesman told BROADCASTING • TELECASTING.

FCC had advised the group and George W. Ball, executive director, it could make no determination on the original charge. But the Commission said "it will consider any specific information you are able to supply." The volunteers protest charged possible collusion between corporations and stations involving pre-emption of choice time slots for GOP spot announcements.

Attorneys in Washington, D. C., have acknowledge inquiries from station clients throughout the country. They have advised stations to disregard the volunteers' questionnaires on the basis that only FCC can elicit such data. Stations have been further advised of no compulsion to submit details of future sales to the Democrats on the premise that the latter seek to smoke out GOP radio-TV plans.

Stations need not feel concern if their time ratios sag heavily to either political side providing they are prepared to make existing time available and are fulfilling public interest requirements, attorneys feel.

Last-minute pre-emptions by either party to carry the radio-TV fight to the wire could cause some consternation. One attorney noted that the headache would be multiplied—as would the cost to the interested party—where talent costs are involved. Limited availability of choice time on election eve may

(Continued on page 24)

GM BUYS INAUGURAL

On NBC; Others Plan

SPONSORSHIP by General Motors Corp. of NBC's combined television-radio coverage of the Presidential inauguration on Tuesday, Jan. 20, 1953, was announced last Thursday. General Motors said it would sponsor a four-hour telecast and a two-hour broadcast, starting at 11:30 a.m. (EST). Estimated cost is $350,000.

You see, Stevenhower bought the time WOF-TV usually telecasts its cowboy picture."

NBC radio coverage will continue until 2:30 p.m. (EST) and TV coverage until 4:30 p.m. (EST).

Network will telecast and broadcast the actual swearing-in ceremonies, followed by the President's speech at the east portico of the Capitol, as a public service.

GM's sponsorship will include coverage of the Presidential procession from the White House to the Capitol, the return cavalcade from Capitol Hill to the White House and the President's review of the inaugural parade.

General Motors currently is sponsoring the NCAA football telecasts on NBC-TV.

Describing the inauguration ceremonies will be NBC commentators Morgan Beatty, John Cameron Swayze, H. V. Kaltenborn, Frank Bourgholtzer, Ray Henle, Ned Brooks, David Brinkley, W. W. Chaplin and others.

All other national networks, both radio and television, conceded they were trying to line up sponsors for their own inauguration coverage, but said they had not yet reached the contract-signing stage. CBS and ABC, at least, were reported to have negotiations in progress but the advertisers were not identified.

XUM

Campaign Radio-TV Fever Rages

(Continued from page 23)

prove harassing to broadcasters if one party should invoke equal time requirements on any one station.

The Citizens for Eisenhower, which originally had agreed to raise money for the controversial GOP spot program, claims that it has about $120,000 available to buy radio and television time—far shy of the $2 million figure charged by the Democrats.

Spot material is being channeled to various political groups which, in turn through their own advertising agencies, are buying time on local stations. State chairmen are being supplied films and recordings. Spot campaign got under way last Tuesday. The citizens group also bought time for a 15-minute film on WPIX (TV) New York. It was aired initially last Tuesday and will be telecast tomorrow evening again.

"How much we actually will spend depends, of course, on what money we are able to raise," Walter Williams, co-chairman of the committee, has said. He referred to the $120,000 available during his appearance on the Oct. 19 edition of CBS-TV's *Man of the Week*.

Ted Bates & Co., which prepared a series of 40 radio and TV spots each, is no longer in the picture. Its task was a creative one from the outset and the job of channeling the money and buying time is being handled from the national citizens' organization.

Warning Sounded

Democratic party workers are being warned that the GOP "$2 million radio-TV blitz hits in the last two weeks of October" and that the Republicans "will spend millions to try and buy victory by saturating all media." The warning was sounded in the official party organ, *The Democrat*, by Stephen A. Mitchell, Democratic National Committee chairman, and in a telegram to national committee men and women and state chairmen. Story bore a headline, "Radio-TV Monopoly Bought."

The Democrat also claimed to have unveiled another instance of GOP saturation efforts. James A. Finnegan, head of the Democratic Campaign Committee of Philadelphia, said the opposition planned to spend $3 million in Pennsylvania alone, with a considerable sum siphoned off to radio and television.

The campaign includes more than 1,300 spot announcements and five- and 15-minute radio and TV programs, Mr. Finnegan said, adding that "this is an unprecedented expenditure for funds for radio and television locally in a political campaign."

Whether these funds actually were committed and whether they had been allocated through the Republican National Committee or the Citizens for Eisenhower was not readily ascertainable.

The spot campaign arranged through Kudner Inc., GOP national committee agency, calls for radio and TV spots to aid Senatorial and Congressional candidates. It has been extended to some "85 key markets," according to Kudner spokesmen and calls for five and one-minute radio spots as well as 20-second films [B•T, Sept. 29].

It was learned, meanwhile, that the ambitious plans of the Democrats to blitz some 500 cities in 20 states with radio announcements have been held in abeyance for lack of money. This spot campaign is national in character, handled through the Joseph Katz Co., Baltimore and New York, and not to be confused with spot purchases by Democratic groups at the local level.

Originally, four or five states were mentioned including California, Ohio, Illinois, Minnesota and others, but at week's end the list was down to two—Ohio and California. If clearance is received in time, six spots per day will be purchased on all stations in some 30 cities of these two states in the last two weeks at a weekly cost of about $60,000.

These announcements comprise the theme of the "regular" spot drive. Plans also had been drawn up for rural and small-town or "grass roots" listeners. All three were to be underwritten by any one of the variety of Stevenson-Sparkman clubs or the Volunteers for Stevenson.

Once again, Senate leaders in the administration party have appealed to prominent civil and industrial leaders for fund contributions, explaining that "one minute of nationwide television-radio time costs $2,000." They are asked to send their donations to headquarters for the Stevenson volunteers in Springfield, Ill.

Further light was shed on the high cost of political campaigning in a survey by the AP issued last Monday. "More than a million dollars have been or will be spent on national radio and television programs alone for the last three weeks of the campaign," AP estimated conservatively.

Burck in The "Chicago Sun-Times"

Using Oct. 15 as a starting date, AP recorded 12¼ hours of radio and 11½ of TV for programs boosting Gov. Stevenson, and 4¾ hours radio and TV each for those supporting Gen. Eisenhower. It estimated that if listed prices are paid for network time (exclusive of any pre-emptions), cost would run about $869,000 for Stevenson backers and $351,000 for Eisenhower supporters.

The survey was compiled and released on AP wires, however, before the Republicans announced additional network coverage last week. AP noted that the figures do not include programs carried by single stations or regional networks or any spot announcement drives.

Without reference in most cases to any radio-TV expenditures, AP listed these organizations and the amounts they have spent and hope to raise: Citizens for Eisenhower—to collect between $750,000 and $1 million; Volunteers for Stevenson—has spent $280,000, hopes to collect about $750,000; CIO—hopes to raise $1 million; AFL—hopes to raise between $400,000 and $600,000; United Auto Workers—plans include three national TV shows and a radio program on 73 stations in 24 states.

The flurry of GOP network purchases covering the last 13 days of the pre-election campaign is expected to put the Republicans on a par with the Democrats in point of actual time expenditures. Heretofore, network commitments have been predominantly on behalf of the administration party.

GOP campaign headquarters has whipped up simulcast plans which call for five featuring Gen. Eisenhower, one each for Sen. Nixon and Mrs. Clare Boothe Luce, and two others for the election eve rally at the Boston Garden. One other network-radio-only segment also was reserved for the General. Two simulcasts were aired last week.

Using Oct. 22 (last Wednesday) as a jumping-off point, the following is a breakdown on how comparative network purchases of both parties line up:

For the Republicans—Oct. 22, 10-10:30 p.m., Gen. Eisenhower, from Troy, N. Y., NBC radio; Oct. 24, 9-9:30 p.m., Gen. Eisenhower from Detroit, CBS Radio, NBC-TV; Oct. 26, 6-6:30 p.m., Mrs. Luce, from New York, NBC radio, ABC-TV; Oct. 28, 9-9:30 p.m., Gen. Eisenhower (studio talk), MBS radio, NBC-TV; Oct. 29, 8:30-9 p.m., Sen. Nixon (studio talk), MBS radio, CBS-TV; Oct. 29, 10-10:45 p.m. Gen. Eisenhower (studio talk), CBS Radio-TV; Oct. 30, 10-10:30 p.m., Gen. Eisenhower, from New York, CBS Radio NBC-TV; Nov. 1, 10-10:30 p.m., Gen. Eisenhower (studio talk), NBC radio-TV; Nov. 3, 10-10:30 p.m., Election Eve rally in Boston, NBC radio-TV, ABC radio-TV; Nov. 3, 11 p.m.-12 midnight, Election Eve rally (Eisenhower and Nixon), Boston, four major radio and TV networks.

For the Democrats—Oct. 22, 8:30-9 p.m., President Truman, from Pittsburgh, ABC radio, CBS-TV; Oct. 23, 10-10:30 p.m., Gov. Stevenson, from Cleveland, MBS, CBS Radio; Oct. 23 10:30-11 p.m. Vice President Barkley, from Jersey City, N. J., CBS Radio, DuMont TV; Oct. 25, 10:30-11 p.m., Gov. Stevenson, from Boston, CBS Radio, DuMont TV;Oct. 27, 10 p.m., Gov. Stevenson-James Farley, MBS radio; Oct. 28, 10-11 p.m., Gov. Stevenson, from New York, DuMont TV; 10:30-11 p.m., NBC radio, CBS Radio; Oct. 30, 10:30-11 p.m., President Truman, from Detroit, CBS Radio, DuMont TV; Nov. 1, 10:30-11 p.m., Gov. Stevenson, from Chicago, CBS Radio, DuMont TV; Nov. 3, 10:30-11 p.m., Gov. Stevenson, Springfield or Chicago, four major radio and TV networks.

Luce Simulcast Yesterday

Mrs. Luce was scheduled for her simulcast yesterday (Sunday). This, it was said, was in response to letters, telegrams and telephone calls which besieged GOP campaign headquarters after her Sept. 30 telecast. Her second talk was titled, "Can Communism Destroy America?"

Gov. Stevenson also will appear on ABC radio, 2:45-3 p.m., Oct. 27-29; on CBS Radio, 12 noon, Oct. 29; and on NBC radio, 3:45-4 p.m., Oct. 30. DuMont TV Network, which has sold to Stevenson forces nine half hours of the TV end of simulcasts, also will carry *People's Political Poll*, Westinghouse's *Pick the Winner* and assorted local talks through WABD (TV) New York.

DuMont confirmed that Westinghouse's CBS-TV coverage of election results would be carried, also under Westinghouse sponsorship, on DuMont's three owned stations —WABD (TV) New York, WTTG (TV) Washington, and WDTV (TV) Pittsburgh—and on WGN-TV Chicago [B•T, Oct. 20]. As in the case of CBS-TV, the coverage will start at 9 o'clock on election night. DuMont, meanwhile, sched-

(Continued on page 38)

NORFOLK, Va., radio and TV stations have been cooperating with NARTB's "Get Out the Vote" campaign for the past two months. Planning campaign strategy are (l to r) Robert Moody, WRVC (FM) Norfolk; Roy Penner, WCAV Norfolk; Bob McBride, WGH Newport News, chairman of station representatives committee; Joel Carlson, WTAR-AM-FM-TV Norfolk; Tom Matthews, WNOR Norfolk, and Frank Facenda, WSAP Portsmouth. Not present when picture was taken: Bob Drepperd, WLOW Portsmouth; Duff Kliewer, WVEC Hampton, and Tom Bradshaw, WHYU Newport News.

XUM

RADIO-TV NEWSMEN PICK THE WINNERS—A B•T SURVEY

A hundred leading radio and television reporters and commentators were asked by BROADCASTING • TELECASTING to predict the outcome of the elections and to evaluate the radio-TV performances of the candidates. Here are the results.

IF the majority of leading radio and television newsmen replying to BROADCASTING • TELECASTING's poll is gifted with powers to divine the future, Adlai Stevenson will win the Presidency in a photo finish and his party will retain control of the Senate and House.

The Democratic victory, if it materializes, will be due at least in part to Mr. Stevenson's skillful use of radio and television.

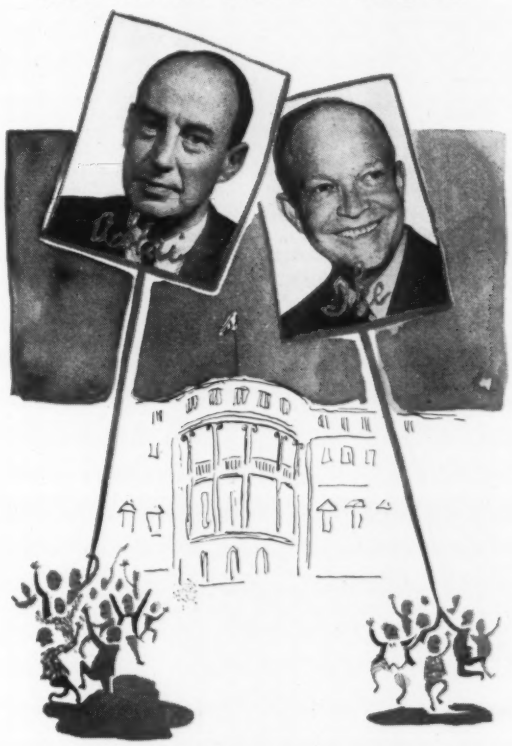
Of the newsmen participating in the poll 74% thought Mr. Stevenson had made more effective use of broadcasting and TV than Gen. Dwight D. Eisenhower. Only 10% thought the general had been more effective on the air. The rest made no choice between the candidates as broadcasters.

Every newsman who responded to a similar question comparing the radio-TV performances of the vice presidential candidates picked Richard Nixon over John Sparkman. Though no reference to it was made in the question put to the newsmen, the Nixon simulcast in which he described his personal finances unquestionably accounted for his overwhelming choice over his opponent as a radio-TV performer.

If the average of the predictions of the newsmen polled by B•T turns out to be anywhere near the results of Nov. 4, Mr. Stevenson will squeak into the White House with the narrowest margin of electoral votes in any Presidential election since 1800 when Thomas Jefferson and Aaron Burr tied at 73 each. (The House of Representatives elected Jefferson.)

And if the average of the predictions is right, the Democratic control over Senate and House will be retained but by slimmer differentials than now prevail.

Who Will Be Elected President?



56% picked Stevenson
44% picked Eisenhower

In general the results of the BROADCASTING • TELECASTING poll of radio and television newsmen were similar to those of a poll of 50 Washington newspaper correspondents published a month ago by *Newsweek*.

It would appear that the radio-TV news experts and the newspaper political writers see just about eye-to-eye on the outcome of the elections, though the radio-TV newsmen think, on the average, that the electoral vote will be closer.

Here are the questions that BROADCASTING • TELECASTING asked and the replies (excluding the question on effectiveness of radio-TV use which is reported above):

1. How many electoral votes do you estimate each Presidential candidate will receive?

Average of the answers:

Eisenhower	263
Stevenson	268
Total	531

In the *Newsweek* poll, the newspaper correspondents guessed, on the average, 251 for Gen. Eisenhower and 280 for Mr. Stevenson.

Individually, most of the radio-TV newsmen thought it would be a close race. More than half of them predicted fewer than 300 electoral votes each for the candidates. None predicted a landslide for either candidate. The biggest electoral vote forecast for Gen. Eisenhower was 383, for Stevenson, 362.

2. How do you think the mem-

(Continued on page 96)

Who Will Control the Senate?

Who Will Control the House?

58% picked the Democrats
25% picked the Republicans
17% predicted 48-48 split

54% picked the Democrats
46% picked the Republicans

NBC STANDS PAT

On Boca Raton Cancelling

NBC officials reported late last week the network had no plans afoot to reschedule the cancelled early-December convention of its affiliates at Boca Raton, Fla., despite efforts of some miffed stations to stir up a convention of their own.

In response to a letter from P. A. Sugg of WKY Oklahoma City, chairman of NBC's Stations Planning & Advisory Committee, other members of SPAC were polling affiliates on whether they'd like to go ahead and have a convention themselves, at the same place and time but without NBC.

Last Friday it was reported unofficially that responses to the poll were running better than half in opposition to a re-scheduling of the meeting. Harry Bannister, NBC vice president in charge of station relations, said the preponderance of votes favoring the meeting apparently came from the eastern seaboard and not from the country as a whole.

Bannister's Statement Confirmed

Some confirmation of this statement came from E. R. Vadeboncoeur, WSYR-AM-TV Syracuse, TV member of SPAC, who said Friday that of seven TV affiliates in his area, five favored a meeting and two were opposed.

Mr. Bannister reported that Walter J. Damm, chairman of the NBC TV Affiliates Assn., had stated he was opposed to a meeting of his TV group.

Many affiliates were said to feel that, even though the radio rate question was settled at the meeting in Chicago in September, many important problems remain to occupy the joint attention of affiliates and network officials.

Allen M. Woodall, WDAK Columbus, Ga., SPAC member for NBC District 4, told BROADCASTING • TELECASTING he had sent copies of Mr. Sugg's letter to all affiliates in the district. "I will follow the wishes of the affiliates in District 4," Mr. Woodall said, explaining there hadn't been time to receive replies to the letter. He is taking no personal stand on the matter, he added.

B. T. Whitmire, WFBC Columbia, S. C., NBC District 2 SPAC member, has circularized that area to find out what affiliates want to do about the convention proposal. At the weekend he had not received any replies.

Two TV problems were cited: (1) Affiliates' current efforts to negotiate what they regard as a "better" system of compensation from the network, and (2) morning TV network programs, a target of a number of affiliates for months.

One affiliate, who is participating in the negotiations toward a new system of compensation, said NBC's offer—made in response to a proposal from affiliates—was "so bad" the committee refused to submit it to the other affiliates. He said that affiliates carrying fewer than 162 hours of network commercial time per month would receive less compensation under NBC's counter-offer than they do now. He also criticized another feature which he said would make a 10% cut in stations' compensation for programs which they carry on a delayed basis.

This affiliate said a further meeting between the affiliates' committee and network officials was expected in mid-November and that he hoped NBC would "come up with a better compromise" at that time.

NBC officials declined to comment on the compensation question on the ground that it would be "improper" to discuss it while the negotiations are pending.

In radio, a number of affiliates were said to take the position that the September settlement of the rate question, far from making a convention unnecessary, actually created a need for one. "The affiliates took a 14% cut in their compensation and they want to know what's ahead in terms of sales, programs, and all the rest," one of them asserted.

NBC, in announcing cancellation of the convention, said affiliates suggested it [B•T, Oct. 13]. Officials reiterated this contention last week, saying it was not NBC's idea but had been suggested by a number of stations at the rate meeting in Chicago. As a result of those suggestions, they said, Station Relations Vice President Harry Bannister contacted "20 leading stations" and found them all in favor of calling off the conclave.

"Why didn't they send questionnaires to all affiliates?" a station executive asked last week, expressing resentment at what he termed the network's operating with "a clique of friends." "Every NBC affiliate is important to himself."

Additionally, it was maintained, a number of managers, especially those with smaller stations, had planned their vacations around the convention and, accordingly, had foregone summer vacations. Many managers also were said to look upon the convention as being "a part of station compensation."

As evidence of many affiliates' attitude toward a convention, it was noted that 91 reservations had been made. NBC spokesmen said this figure represented only 42 stations, however, and that close to 90 stations were represented in reservations the same time last year.

In his letter to SPAC members, Mr. Sugg said several affiliates indicated they would like to hold their own convention at Boca Raton.

He asked members to contact stations in their districts to determine whether NBC affiliates should attempt to meet if the hotel is available; "should not business sessions be scheduled in order that proper deductions could be made for travel expenses"; would the meeting "embarrass NBC through the attitude of the trade press or other sources."

Mr. Sugg proposed a telephone conference by the SPAC if enough stations desire to meet.

Writing to Mr. Bannister, Mr. Sugg expressed surprise that only 47 stations had indicated they were going to Boca Raton, citing political activity as a possible cause for the small number of early reservations. He again raised the point that an affiliate-called meeting might embarrass NBC and asked for the list of early reservations.

SARNOFF GROUP

To Check Military Manpower

IN A MOVE toward "the most economical and effective use" of the nation's military manpower, the Defense Dept. last week set up a fact-finding task force and installed Brig. Gen. David Sarnoff as chairman.

Appointment of the RCA board chairman to head a Citizens Advisory Commission on Manpower Utilization in the Armed Services was announced by Secretary of Defense Robert A. Lovett last Wednesday.

The commission will comprise a maximum of 11 "eminent citizens," the majority civilians, and will work with—and report to—Mrs. Anna M. Rosenberg, Assistant Secretary of Defense in charge of manpower and personnel. No date had been set for the group's organizational meeting.

Noting that manpower distribution is "one of the critical long-term problems" facing the U. S., Mrs. Rosenberg stated:

"We are confident that the studies and deliberations of this commission will further advance our efforts. . . . I have known and admired Mr. Sarnoff for a great many years and he is uniquely qualified for this job."

Gen. Sarnoff took over his new desk and conferred with Mrs. Rosenberg at the Pentagon last Thursday. He is expected to share his time between Washington and New York. At a joint news conference, Gen. Sarnoff said:

Americans who have the right and freedom to criticize their government have the obligation to respond to their government's call for help when the call comes. This is the principal reason why I have taken on this job. Another reason for my doing so is the deep respect I have for Secretary Lovett and Assistant Secretary Rosenberg, for their untiring efforts and their devotion to their difficult tasks in the Dept. of Defense. I count it a privilege to work with them.

Mrs. Rosenberg said the Defense Dept. and all the military services "are grateful to Mr. Sarnoff for accepting the chairmanship of this commission and welcome this review."

Gen. SARNOFF

". . . *obligation to respond* . . ."

While the composition of the commission remained undetermined last week, it was acknowledged in Pentagon circles that Gen. Sarnoff's appointment would ease Secretary Lovett's task of recruiting other members. The military members will be drawn from the retired ranks of the Army, Air Force, Navy and Marine Corps.

Gen. Sarnoff is credited with considerable contact involving the armed services. During World War II he served as brigadier general in the Army Signal Corps. His services have been enlisted by the government on numerous occasions.

In recent years he has been a member of a Signal Corps advisory group looking into equipment and other procurement and personnel phases of the mobilization program touching on electronics. Additionally, he has been a director of the Armed Forces Communications Assn.

The commission was established at the request of the 82d Congress and Secretary Lovett evolved a charter in the form of a Defense Dept. directive. It was suggested by Sen. Lyndon Johnson (D-Tex.), who headed a Senate "watchdog" committee checking progress of the nation's preparedness program.

XUM

SINGLE RATE CARD

Stations Favor 2 to 1

By J. FRANK BEATTY

THE single rate card for day and night broadcasting is coming—and fast.

That's the opinion of two-thirds of broadcasters in the mid-Atlantic and southeastern areas, judging by a cross-section survey conducted by BROADCASTING • TELECASTING.

They believe that some version of the day-night rate formula is inevitable or provides the best way to meet the increasing competition offered by television.

Some experienced broadcasters can't buy this formula, however, and that includes operators of stations located in multiple-TV areas. Others argue that each market must be analyzed separately.

Personal interviews with 27 broadcasters at the District 3 and District 4 NARTB meetings would seem to confirm the trend in network rate cards toward equalized day-night rates. Their comments (see below) reflect broadcast situations in seven states (Pa., Md., Del., W. Va., Va., N. C., S. C.) and District of Columbia.

The majority views show that many broadcasters agree, too, with those agency timebuyers and advertiser officials who contend night radio rates in TV markets must reflect audience inroads made by the visual medium.

Comments were obtained from broadcasters representing all types of operations—large, small, full-time, daytime, radio-only, AM-FM, AM-only, TV-radio, network affiliated and independent, as well as large, medium and small markets with and without TV service.

Equalization of day and night rates will come by different methods, according to the majority viewpoint. Some favor an increase in daytime rates to meet the night level. Others favor a slice in night rates to be day charges. Still others like a compromise version of these two methods.

Then there's another approach—lumping of the best hours, 7 a.m. to 11:30 p.m. for example, under a single rate with a lower scale for the late-night hours.

Pretty general agreement exists that daytime radio has been underpriced because its value hasn't been appreciated by broadcasters or buyers of radio time. Most radio executives feel the industry has been derelict in not making daytime rates reflect the rising circulation and the sales impact of the medium.

Nobody attempts to run from the facts when TV's impact on the night audience is mentioned. There is disagreement, however, on its extent. Some stations in TV areas claim they haven't suffered serious loss of audience at night. Others note that the rating figure for a night program must be evaluated in the light of the larger number of persons in the home after dinner. In other words, a sets-tuned-in

(Continued on page 36)

GIFT changed hands—from network to sponsor—during half-time ceremonies of Ohio State-Wisconsin football game in Columbus. Receiving Wisconsin-made billfold from George T. Frechette (r), managing director of Wisconsin Network Inc., is E. A. Darr, vice president in charge of sales, R. J. Reynolds Tobacco Co., Winston-Salem, N. C. Reynolds (Camel cigarettes) is sponsoring U. of Wisconsin contests on 27-station network for fifth consecutive year.

ARF BUDGET

Kobak Reassures on Funds

ASSURANCE that the $10,000 needed to complete the $25,000 budget of the Advertising Research Foundation committee on broadcast ratings will be provided in the near future was given by Edgar Kobak, ARF president, Wednesday at the Hotel Biltmore in New York.

Speaking at the 11th annual luncheon of The Pulse Inc., audience research organization, Mr. Kobak said that in addition to the $15,000 already pledged by BAB, he anticipates getting the remaining $10,000 from the TV broadcasters. He is scheduled to meet with NARTB's TV board in December, he reported, and hopes to have the grant approved at that time.

Meanwhile, the ARF committee on radio and TV ratings methods, headed by Dr. E. L. Deckinger, vice president and research director, Biow Co., is beginning its work without waiting for Mr. Kobak to raise its full appropriation (see story, this page).

Mr. Kobak urged commercial research organizations such as Pulse to support ARF as well as the advertisers, agencies and media members of the tripartite organization. ARF, Mr. Kobak stated, is in no way a competitor of the commercial research firms; its job is not to conduct research but to establish standards for research. In that way, he said, the buyer of research will be able to tell whether he is getting what he is paying for, Mr. Kobak declared.

Speaking on the topic, "No Charts, No Graphs, No Data, Just Bare Hands," Mr. Kobak urged salesmen to learn the facts produced by research and to use them in selling, but to "talk" them rather than "lean on a stack of cardboard." He briefly reviewed the story of the reorganized ARF, as he had last month at the American Marketing Assn. [B•T, Sept. 29].

Sydney Roslow, director of The Pulse, presided.

ARF RATINGS STUDY

Committees' Scope Set

COMMITTEE on radio and TV rating methods of the Advertising Research Foundation, meeting last Monday at ARF headquarters in New York, decided to make each of its four subcommittees a full-fledged working committee and at the same time to expand their membership by an overall total of perhaps ten additional members.

The overall committee, whose function is to establish standards for an ideal rating service and to analyze present services to determine how well any service or combination of services approaches that ideal, is headed by Dr. E. L. Deckinger, vice president and research director of Biow Co. [B•T, Sept. 29].

Members of this committee include, in addition to Chairman Deckinger, H. M. Beville Jr., NBC; Harper Carraine, CBS; Wallace Drew, Bristol-Myers Co.; Gordon Hughes, General Mills; Fred Manchee, BBDO; J. J. Neale, Dancer - Fitzgerald - Sample; Richard Puff, MBS; Oliver Treyz, ABC; Maxwell Ule, Kenyon & Eckhardt.

The purpose of each of the four working committees was defined and its method of attacking the assignment outlined by its chairman at the Monday meeting, with the full group discussing each report as it was given. It was out of these discussions that the need for larger committees became evident if they are to accomplish their purpose without making undue call on their members. All are volunteering their services, without compensation, in the interest of improving the rating methods of radio and television.

The first working committee, on standards and methods, is currently made up of Mr. Ule, chairman; Mr. Hughes, Mr. Treyz and Dr. Deckinger, who, as chairman of the overall committee, is also a member of each working committee.

Purpose of this committee on standards and methods is to define what ideal audience size measurements are and to state what is wanted by broadcasters, program sponsors and their agencies in the way of such measurements.

The committee plans to list and analyze the various types of rating methods available, whether now being used by the firms providing such service or not, and to report on what each method does and does not do. It will then attempt to appraise each method from the viewpoint of how close, when it is practiced to perfection, it comes to delivering what is wanted.

Snowcroft Chairman

The second working committee, on inspection and review, has as its chairman Gordon Snowcroft of Campbell Soup Co., with Mrs. Arthur Anderson, BBDO; Mr. Carraine, and Dr. Deckinger as present members. Its function is to determine how well each method is practiced. The committee will study the various rating systems in operation in office and field to determine how close each comes in actual practice to the ideal and how the shortcomings, if any, may be eliminated.

Dr. Deckinger is chairman of the third working group, whose membership now includes Mr. Drew and Mr. Puff and whose function is to analyze the data already available in the reports of the various rating services now providing reports on size of audience to the sellers and buyers of broadcast facilities. Insofar as possible, this committee will measure to what extent the inherent factors of each method contribute to the differences which exist between the results reported by the services employing the various methods. Eventually this committee will compare audience measurements based on data collected from telephone homes with those based on information from homes without telephone service, on reports of listening and viewing by individuals as against household measurements, on total and average-minute measurements and the like.

Fourth and final working committee, on special projects, will deal with specific rating problems arising out of industry controversy or otherwise that may be referred to the ARF for determination. First such problem, at which this working group is already at work, is the dispute between C. E. Hooper Inc. and John Blair & Co. over the validity of responses where the interviewer asks about both television and radio listening [B•T, May 19].

Harry Wolfe of Colgate-Palmolive-Peet Co. is chairman of this working committee, with Mr. Neale, Mr. Beville and Dr. Deckinger as its other members at this time.

AD PROGRESS

On 4A Eastern Meet Agenda

PANEL of four business executives will explore the question of whether the advertising business is making creative progress at tomorrow morning's (Tuesday) Grand Opening meeting of the two-day 1952 Eastern Annual Conference of the American Assn. of Advertising Agencies at the Hotel Roosevelt, New York.

Participating in this discussion will be C. L. Whittier, vice president and chairman of the plans board, Young & Rubicam; Claude Robinson, president of Opinion Research Corp.; Alfred B. Stanton, vice president and chairman of the plans review board of Benton & Bowles, and Julien Field, vice president and creative director of Grey Adv.

The two-day meeting will consider the over-all theme of "Creative Progress Is Our Responsibility." Keynoting the opening session will be a talk on "The Challenge of Creative Thinking" by Marion Harper Jr., chairman of the conference and president of McCann-Erickson. Mr. Harper will serve as moderator of the panel discussion and preside while the opening session hears speeches by Bayard Pope, vice president and account group head of BBDO, on "A Look at the Account Executive," and John P. Cunningham, executive vice president of Cunningham & Walsh Inc. and chairman of the AAAA board, on "The Creative Challenge in the Job Ahead." Nine separate group meetings devoted to a specialized phase of advertising will be conducted Tuesday afternoon.

Brockway Luncheon Address

Highlight of Wednesday's program will be a luncheon talk by Louis N. Brockway, chairman of the AAAA Advisory Committee and executive vice president of Young & Rubicam, on "The Importance of Environment." Group meeting that morning will be held on radio and TV production, international advertising and marketing and merchandising. Three afternoon group sessions have been planned on mechanical production, research and management.

Some 90 business leaders are expected to attend the conference, which will end with a cocktail party Wednesday evening.

Three Name SH&G

THREE broadcast advertisers have named Schoenfeld, Huber & Green, Chicago, as agency. They are Coca-Cola Bottling Co. of Northern Indiana, Gary, currently using heavy radio spot in Gary and Hammond; M-W Labs., Chicago (electronic and silverware platers), which plans to use TV spot, and Scientific Brake Service Labs., Chicago, which is using radio programming locally.

Mr. Rawlins

Mr. Tooke

Mr. Vandagrift

* * *

WRS SHIFT

Rawlins, Tooke, Vandagrift Head KDKA, KYW, WOWO

SHIFT of L. R. Rawlins from general manager of KYW Philadelphia to that of KDKA Pittsburgh, both Westinghouse Radio Stations Inc. properties, was announced last week by Joseph E. Baudino, WRS vice president and general manager.

Replacing Mr. Rawlins as KYW head will be Franklin A. Tooke, for the past two years manager of WOWO Ft. Wayne, Ind., also a WRS station. Carl A. Vandagrift, program head at WOWO, will become manager there. All the appointments take effect Nov. 10.

R. G. Duffield, manager of KDKA for the past year and a half, has resigned to enter another field, Mr. Baudino said. Mr. Duffield will remain until the end of the year as a consultant.

Mr. Rawlins, who was made general manager of KYW in February 1950, joined Westinghouse Electric Corp. in 1942 at the Louisville Ordnance Plant, serving during the war years as office manager of the projectile department, later becoming industrial relations supervisor. He transferred in 1946 to the broadcast subsidiary's offices, then in Philadelphia, as head of the industrial relations department, four years later becoming KYW head.

Mr. Tooke joined WOWO in 1935 after being awarded a B.A. degree at DePauw U. and studying at the American Academy of Dramatic Arts. He later became WOWO program manager and in 1942 transferred to KDKA as program department head.

After three years in the Navy, he returned to his program post at KDKA and in 1950 assumed management of the KYW program department. In 1951 he returned to WOWO as station manager and supervised the station's move to new and modern quarters.

Mr. Vandagrift is a veteran of 17 years with WRS, having begun in the news department. He won national recognition later and a number of safety awards for WOWO by developing one of the first street-interview Safety-in-Motoring campaigns.

NOVIK NAMED

Demo Radio-TV Consultant

MORRIS S. NOVIK, consultant and president of WLIB New York, was appointed last Wednesday a special radio-TV consultant to the Democratic National Committee. His appointment was announced by the Committee's chairman, Stephen Mitchell.

Mr. Novik, a former director of radio for the City of New York, has been acting as liaison with the committee and labor groups on special programming projects. Mr. Novik has been responsible for rebroadcasts of major speeches by Gov. Adlai Stevenson and President Truman which are beamed to workers in their homes [CLOSED CIRCUIT, Oct. 13].

MEDIA INFLUENCE

'Two-Way Process'—Eisenberg

INFLUENCE in radio and TV programming "is a two-way process," with the media both influencing and being influenced by audiences, Philip Eisenberg, CBS-TV research psychologist, told the annual New York State Conference of Probation Officers at Utica last week.

Citing broadcasters' reliance on both research and public reaction in development of programs, Mr. Eisenberg said: "We try to provide entertainment, news, education, and culture. The public is quick to tell us whether [a program] has been a success or a failure. In that way, they guide us in new explorations in television."

While the influence of radio and TV often is spectacular, it is "limited," he said, citing the famed Orson Welles "invasion from Mars" broadcast of 1938. It caused "a nation-wide panic," he recalled. And yet, he continued:

"It was estimated that at least six million people heard the broadcast. About 28% thought the program was a real newscast. But only 20% were disturbed by it. Of the people who heard the show 80% were not disturbed by it and most of them recognized it as a dramatic show."

AMP ELECTION

Wall To Succeed Tompkins

ELECTION of Charles A. Wall as president of Associated Music Publishers was announced last week following a meeting of the boards of directors of AMP and Broadcast Music Inc., parent company. Mr. Wall succeeds M. E. Tompkins, who will reach retirement age on Nov. 1.

Mr. Wall

In addition to his new post, Mr. Wall continues as vice president in charge of finance for BMI. He was appointed to that position in May 1947 after 18 years of service with NBC. During World War II, Mr. Wall served with Gen. Omar Bradley's staff overseas and currently holds a colonel's commission in the infantry reserve. He is a graduate of Harvard U. and the Harvard School of Business.

Mr. Tompkins, who joined BMI in 1947 as general manager, was praised for his services by the directorate of BMI and AMP. He will be retained on a long-term consultation basis for both organizations.

Other Elections

The BMI board also announced the election of Glenn Dolberg, director of station relations, to vice president in charge of station relations. Robert J. Burton, vice president of publishers relations, was appointed to the additional post of vice president in charge of writers relations; Robert Sour, director of publisher relations, to assistant vice president of this department, and Charles E. Lawrence, assistant treasurer, to the additional post of assistant secretary. Mr. Burton also was elected secretary of BMI, a position formerly held by Mr. Tompkins.

Mr. Dolberg has been with BMI for eight years, joining the organization as West Coast field representative in the station relations department.

Mr. Sour has been with BMI since its founding in 1940 and has served as an executive in both the production and publishers relations departments.

Mr. Lawrence joined BMI shortly after its founding and has served both AMP and BMI.

Rill Appointed

IRVING R. RILL, vice president of Kastor, Farrell, Chesley & Clifford, New York, has been appointed executive vice president and account supervisor. Mr. Rill, with KFC&C since September, previously was a vice president at Duane Jones & Co., New York.

XUM

NETWORK GROSS OVER $27 MILLION In September

GROSS income of both the radio and TV networks was higher in September of this year than in that month a year ago, according to figures compiled by Publishers Information Bureau on the advertising expenditures for time, at one-time, before-discount rates, on the broadcast networks.

Radio networks in September 1952 grossed $12,886,897, a gain of 8.8% above their gross of $11,848,794 in September 1951. TV networks grossed $14,430,632 this September, up 21% from the September 1951 total of $11,925,516. Combined advertising time purchases on both the radio and TV networks totaled $27,317,529 this September, up 14.9% from the $23,774,310 grossed in September a year ago.

Lag in Radio

Cumulative totals for the first nine months of the year show radio network business for this year lagging behind last year's total, but the 1952 figures still lack the July political convention program billings, which will narrow the gap. In TV, the network volume for the three-quarter part of 1952 is roughly 50% ahead of last year and when the political convention sponsorship billings are added the gain will be still greater.

Network-by-network analysis of time sales for September and the first nine months, with this year compared to last, as compiled by PIB, follows:

* * *

NETWORK RADIO

	Sept. 1952	Sept. 1951	Jan.-Sept. 1952	Jan.-Sept. 1951
ABC	$2,533,785	$2,165,971	$26,302,019	$24,029,153
CBS	4,847,138	4,645,527	41,739,803	52,633,088
MBS	1,607,107	1,324,061	14,534,122	12,861,185
NBC	3,898,867	3,713,235	34,299,840	41,250,864
Total	$12,886,897	$11,848,794	$116,875,784	$130,774,290

NETWORK RADIO TOTALS TO DATE

	ABC	CBS	MBS	NBC	Total
Jan.	$3,301,479	$5,161,397	$1,699,282	$4,357,353	$14,519,511
Feb.	3,177,970	4,788,507	1,600,399	3,994,018	13,560,894
March	3,355,715	5,154,077	1,826,527	4,184,074	14,520,393
April	3,244,146	4,943,400	1,681,924	4,078,593	13,948,063
May	3,323,092	4,963,794	1,821,571	3,861,882	13,970,339
June	3,001,314	4,629,254	1,632,977	3,708,014	12,971,559
July	2,082,666	3,257,331†	1,339,276	2,878,196	9,557,469†
Aug.	2,281,852	3,994,905†	1,325,059	3,338,843	10,940,659†
Sept.	2,533,785	4,847,138	1,607,107	3,898,867	12,886,897
Total	$26,302,019	$41,739,803	$14,534,122	$34,299,840	$116,875,784

NETWORK TELEVISION

	Sept. 1952	Sept. 1951	Jan.-Sept. 1952	Jan.-Sept. 1951
ABC	$1,203,917	$1,622,482	$14,031,241	$12,797,096
CBS	5,835,622	4,159,213	47,555,890	28,397,751
DuMont	809,475	738,578	6,798,441	5,207,574
NBC	6,581,618	5,405,243	57,712,762	38,982,583
Total	$14,430,632	$11,925,516	$126,098,334	$85,385,004

NETWORK TELEVISION TOTALS TO DATE

	ABC	CBS	DuM.	NBC	Total
Jan.	$2,020,461	$5,074,643	$717,148	$7,259,307	$15,071,559
Feb.	2,148,467	5,103,043	748,544	6,813,549	14,813,603
March	2,065,052	5,643,123	760,593	7,320,358	15,789,126
April	1,699,760	5,641,831	738,926	6,946,751	15,027,268
May	1,504,043	5,602,634	775,063	6,822,982	14,704,722
June	1,279,985	5,385,820	749,497	5,794,534	13,209,836
July	943,387	4,163,245	653,415	4,555,020	10,315,067
Aug.	1,166,169	5,105,929	845,780	5,618,643	12,736,521
Sept.	1,203,917	5,835,622	809,475	6,581,618	14,430,632
Total	$14,031,241	$47,555,890	$6,798,441	$57,712,762	$126,098,334

Note: Cumulative totals for all radio and television networks but Mutual still do not include July national political convention programs sponsored by Admiral Corp., Philco Corp. and Westinghouse Electric Corp.
† Revised as of Oct. 22, 1952.

ABC AFFILIATES

To Hold Last Region Meet

ABC will wind up its 1952 round of regional meetings with radio affiliates tomorrow (Tuesday) with a session at The Inn in Ponte Vedra, Fla., for officials of ABC stations in Georgia, North and South Carolina, Virginia, and Florida.

The meetings are held annually to acquaint affiliates with network plans and prospects and to permit them to explore problems of common concern. A highlight of this year's agenda is ABC's plan to adopt, probably effective April 1, a new gross cost structure which would establish a single rate for day and evening time but maintain current net charges and station compensation payments [B•T, Oct. 20].

Four Other Sessions

Four meetings already have been held, starting with one in Hollywood Sept. 29. Subsequent sessions were in New York, Chicago, and New Orleans.

The network delegation to Ponte Vedra, as at the other sessions, will be headed by President Robert E. Kintner. Others slated to attend are Ernest Lee Jahncke Jr., vice president and assistant to the president; Charles T. Ayres, vice president for the radio network; Ted Oberfelder, director of owned radio stations; Alfred R. Beckman and William Wylie, respectively national director and manager of the radio and TV station relations departments; Oliver Treyz, research and sales development director; and Ralph Hatcher, regional manager of the radio and TV station relations departments.

RKO TRIO OUT

Resign After 'Journal' Expose

RALPH E. STOLKIN, new president of RKO Pictures Corp., resigned as president and member of the board of directors last week and two others resigned as directors.

The action followed publication by the *Wall Street Journal* of several articles in a series on the backgrounds of RKO's new owners. Those who resigned, in addition to President Stolkin, were his father-in-law, Abraham L. Koolish, and William Gorman. The trio also resigned offices in RKO Radio Pictures Inc. and all other affiliated corporations.

In a joint statement the retiring trio said:

Our only interest in acquiring stock of RKO Pictures Corp. was our belief that the company can be, under able and independent management, brought to the full realization of its great potential. We recognize that a volume of unfavorable publicity directed against us as individuals has or can be damaging to the company. Consistent with our original intent of doing that which is best for the company, and for that reason only, we have submitted our resignations.

Appointments Soon

Board Chairman Arnold M. Grant said the board "as soon as possible" would "fill the vacancies with men of outstanding calibre who will be well qualified to represent the interests of all stockholders of RKO." He said "it is hoped that this can be accomplished within the next 10 days."

Earlier in the week, Mr. Grant reiterated to a news conference that RKO does not at this time plan to release its backlog of movies to television [B•T, Sept. 29]. He said it would take at least nine months' study before a decision could be reached on whether to sell its films for TV use, and that nobody had been assigned to make such a study.

In reporting the resignations of Messrs. Stolkin, Koolish, and Gorman, the *Wall Street Journal* said Thursday:

Mr. Stolkin and Mr. Koolish . . . are veterans of the punchboard distribution business, and have records of Federal Trade Commission citations and Better Business Bureau complaints.

They have become multi-millionaires, largely through mail-order sales of everything from coonskin caps to life insurance—but their activities have also branched out into such ventures as oil and radio broadcasting. The two have conducted most of their ventures from Chicago.

'Journal' Allegations

The *Journal* said Mr. Gorman had been a board member representing a third member of the purchasing syndicate, Raymond J. Ryan, and that "Mr. Ryan's business is oil, but he has been a heavy gambler and an acquaintance of big-time racketeers Frank Costello and Frank Erickson. In one petroleum lease venture he became—inadvertently, he said—a business associate of Costello and Erickson."

The *Journal* said two members of the original five-man purchasing group remain on the RKO board: Edward G. Burke Jr., "who is the youthful oil-company partner of Mr. Ryan," and Sherrill C. Corwin, film exhibitor.

Messrs. Burke, Corwin, and Stolkin recently acquired interests in KOIN Portland and KJR Seattle, in each of which the three own a combined 43.5% interest [B•T, Aug. 18]. They also own a total of 31% of the stock of KXOB Stockton, Calif. [B•T, July 14].

The *Journal* on Monday said the three also "have each subscribed 10% of the capital stock of WMAY Inc., a concern which has applied to FCC for a permit to build a television station in Springfield, Ill." Both KOIN and KJR are seeking television station grants.

Comment Withheld

The *Journal's* Monday article also said "Mr. Stolkin's old troubles with the FCC's sister agency, the Federal Trade Commission," concerning a former punchboard business, "were set out in an exhibit made part of the record" when the transfer of KOIN was up for FCC approval. The article continued:

"Asked late last week whether they cared to comment on this, FCC officials said they would merely stand on the record; that all of the facts of the situation were made known in the record and the entire Commission approved the purchase on the basis of these facts. No one, in or out of government, protested the purchase."

Messrs. Stolkin, Koolish, Burke, Ryan, and Corwin bought 1,013,420 RKO stock shares from Howard Hughes for $7,093,970, and the 36,000 shares owned by former President Ned Dipenet. The purchase represents about 30% of the company's stock, a controlling interest [B•T, Sept. 29].

BMI, ASCAP DISCORD?

Friction Seen

BMI and its subsidiaries for the fiscal year ended July 31, 1952, earned a net profit after provision for federal and Canadian income taxes of $74,658. Gross income of the industry-owned music rights organization for the year was $5,607,842, of which $4,970,836 or roughly seven-eighths came from license fees paid by radio and TV stations. Operating costs totaled $4,672,130 and administrative expenses $694,234.

Annual financial statement has been sent to BMI stockholders along with a letter from Carl Haverlin, BMI president, reporting that as of Sept. 30 BMI has a total of 3,002 commercial broadcasting licensees, AM, FM and TV, in the United States and Canada, plus 4,050 licensees in the non-broadcasting field, the latter figure representing an increase of 16% over the previous year.

In contrast to last year, when 12 BMI-licensed compositions "showed such strength as to merit their listing in our letter to stockholders," Mr. Haverlin stated, "measured by the same standards of popularity, BMI writers and publishers produced 24 such hits this year. As a further index of accomplishment, during the fiscal period BMI-licensed songs had 51% of all the first places and 66% of the total positions on the Lucky Strike *Hit Parade*."

BMI Dominance

The dominance of BMI tunes in the popular music field in the past year and a half has been a matter of growing concern to the writer and publisher members of ASCAP, unaccustomed to such rivalry. That in less than a dozen years BMI should have snatched the public fancy so thoroughly from the big name established writers and publishers in the ASCAP roster seems to them incredible and a trend to be rebuffed vigorously and effectively.

Music business circles in recent weeks have buzzed with rumors that a number of ASCAP members were banding together to do something to reverse the trend and were raising a war chest of sizable proportions to finance the project. Legal action has been mentioned, based on the smug theory that the only way BMI could possibly get more popular tunes than ASCAP would be through a conspiracy between BMI and its broadcaster owners. Cooler heads, however, have decried such action, pointing out that in the years immediately following the 1941 break between ASCAP and the broadcasters, when feelings certainly were running much higher than now, the broadcasters were glad to broadcast ASCAP music when they could purchase the right to do so at fees more reasonable than those demanded by ASCAP before the break occurred. Indeed, for some seven years following the return of ASCAP music to the air, tunes licensed by the society stood in the top places on the *Hit Parade* and were accordingly given more time on the air than the less popular BMI compositions.

What seems more likely is that whatever funds the ASCAP members collect will be used to entice the composers and publishers who today have the magic touch that makes their tunes top favorites to desert BMI and move over into the ASCAP camp. Just as BMI in earlier, leaner days used every power at its command to secure a catalog of good pop tunes, not hesitating to raid the ASCAP ranks whenever the opportunity presented itself, so today the ASCAP members are planning counter-raids on BMI, according to numerous reports, whose authors state positively that certain BMI publishers have already had offers to change their affiliation, but who to date have been hesitant about naming names.

One fear among the ASCAP members is that, if BMI continues to dominate the popular song field, garnering the lion's share of performances in radio and TV, ASCAP will be unable to collect its present license fees from the broadcasters who are far and away its best customers, accounting for some 90% of its gross revenue. Already, a sizable group of TV station owners have instituted court action in protest against the per program licenses issued by ASCAP, asking the court to determine what a fair fee for the use of ASCAP music on television should be. This case, after a long delay, is expected to come to court early next year.

Blanket Licenses

The blanket TV licenses which ASCAP has issued, to the video networks and to some stations, expire at the end of 1953, a not too far distant date. And, while the ASCAP licenses to radio stations run on until the end of 1958, the outlook of having to accept lower rates for a less desirable product is not a pleasant one for those who are now collecting each quarter their individual share of a distribution of ASCAP funds now aggregating some $12 million a year.

SMILING after first concert of the New York Philharmonic-Symphony Orchestra, sponsored by Willys-Overland Motors Inc. on CBS Radio, are (l to r) James M. Seward, administrative vice president, CBS Radio; Dimitri Mitropoulos, orchestra music director, and Raymond R. Rausch, vice president and executive assistant to the president, Willys-Overland.

540 KC USE

FCC Finalizes Proposal Extending AM Band

FCC last week finalized its rule making proposed last June 18 to add 540 kc to the AM broadcast band, thus leaving the way open for Class II stations in a few parts of the country to seek that frequency.

Adoption of the 540 kc frequency proposal last June [B•T, June 23] was hailed by broadcasters as a long sought after victory for Arthur B. Church, owner of KMBC Kansas City, Mo. The decision now permits KMBC to prosecute its application for 540 kc at Concordia, Mo., where the station's licensee, Midland Broadcasting Co., operates KFRM on 550 kc daytime only, with 5 kw directional. KFRM duplicates KMBC programs.

The AM broadcast band under the FCC finalization now is specified at 535 to 1605 kc instead of 550 to 1600 kc. FCC rules governing the AM band are amended accordingly effective 30 days after publication in the *Federal Register*.

Extension of the broadcast band to 540 was approved at the Atlantic City International Telecommunications Conference in 1947 after initiation by the FCC at that time. The 1951 Geneva agreement supplemented the approval and specified Dec. 1, 1952, as the date for bringing the 540 kc provision into effect.

The action climaxed several years of attempts by U. S. and Canadian broadcasters to extend the AM band into the more desirable lower frequency area just above 500 kc, the international distress call channel.

The first proposal for extending the band into the lower frequencies came at the Madrid Telecommunications Conference in 1932 when the Canadian delegation, backed by ★ U. S. broadcasters, sought AM use of 520, 530 and 540 kc. The U. S. delegation opposed the proposal at that time.

The 540 kc frequency is designated as a Canadian clear channel, giving this frequency Class II status in the U. S. under the North American Regional Broadcasting Agreement (NARBA). The use of 540 kc was conceded to Canada in Saskatchewan in 1938 in an executive agreement with the U. S. CBK Watrous has used the frequency since 1939 with full 50 kw power.

XEWA San Luis Potosi, in Mexico, now is operating on 540 kc after formal notice by Mexico in 1948 that it planned to use the frequency with full 150 kw power; however, it is not believed the station is using the full 150 kw. The Mexican action was taken in spite of U. S. State Dept. protests, reportedly made because the U. S. military establishment uses the contingent 410-535 band.

Midland Broadcasting Co. first filed for 540 kc at Kansas City (for KMBC) in May 1944, the application being dismissed by FCC in 1946.

In its decision last week the FCC said use of the additional channel will be subject to the "harmful interference" provisions contained in Sec. 2.104(a) of the Table of Frequency Allocations rules.

KQV CONTROL

Question Is Before FCC

WHO controls KQV Pittsburgh? FCC pondered this question as it studied a memorandum submitted last week in conjunction with CBS purchase of 45% interest in the Pittsburgh station.

Both KQV and CBS officials maintained when the network buy-in was announced [B•T, March 10] that it did not constitute transfer of control and therefore did not require prior FCC approval.

Basis for that position was fact that CBS' 45% interest will be voted by a trustee, and always will be voted proportional to the votes of the 55% stockholders.

Stock Transfer

On the same date that CBS purchase was consummated, however, major stockholder E. F. Reed transferred 50 shares of his stock to his son, E. F. Reed Jr. This resulted in a decrease in the holdings of the original 23 stockholders when the present ownership bought KQV in 1945, an FCC letter of Aug. 20 asserted. Thus, a transfer of control has taken place, the Commission said, and calls for FCC approval.

Commission cited a decision on the KWIK Pocatello, Ida., case which held that when more than 50% of licensee's stock leaves the hands of the original stockholders that is a transfer of control.

At issue is the question whether the CBS purchase plus the transfer of 50 shares by E. F. Reed to his son is transfer of control and required prior FCC approval.

KQV operates on 1410 kc with 5 kw. It is an MBS affiliate. It is reported readying a Channel 4 TV application for Irwin, Pa., a suburb of Pittsburgh.

NCAB REQUESTS

UNC Eschew Commercial TV

BROADCASTERS in North Carolina have voted overwhelmingly in favor of a resolution calling on U. of North Carolina to assure the state "that it intends to conduct the activities of its radio and/or television station at all times on a strictly non-commerical basis."

The resolution was adopted by voice vote at the Oct. 4 meeting of North Carolina Assn. of Broadcasters. It was then submitted to the membership for a mail referendum vote.

NCAB members had expressed concern that the university might be seeking endowment funds to operate a commercial station.

Text of the resolution as adopted by the NCAB referendum follows:

RESOLUTION

WHEREAS the radio and the television stations of the State of North Carolina have individually and collectively concerned themselves with the great good to the people through the dissemination of education and information by radio and television, and

WHEREAS the radio and television industry in North Carolina has enjoyed the whole-hearted support and cooperation of the educational institutions of the State including the Greater University of North Carolina so that business institutions operated in the American way of free enterprise have joined with educational institutions to further the common good, and

WHEREAS institutions such as the Greater University of North Carolina have obtained a non-commercial license to operate an FM radio station and are contemplating the possibility of obtaining a license and operating a non-commercial television station under the provisions of pre-allocations made by the Federal Communications Commission for the licensing and operation of educational non-commercial television stations,

BE IT THEREFORE RESOLVED that the North Carolina Association of Broadcasters, understanding that such operation of a radio station and/or a television station is and will at all times be an adjunct to an educational non-commercial institution of learning, anticipates and recommends a continuing cooperation between the educational interest engaged in the conduct of non-commercial educational radio and television stations and the North Carolina broadcasters engaged in the operation of commercial radio and television stations for the common good of the people;

BE IT FURTHER RESOLVED that all broadcasters in the State of North Carolina (educational and commercial) recognize and declare that the preservation of the status of educational institutions as non-commercial and so financed and the status of radio and television broadcasters as American businessmen operating in the tradition of free enterprise is vital and necessary at all times to the proper and constructive accomplishment for the common good; and

BE IT FURTHER RESOLVED that in the spirit of this resolution the North Carolina Association of Broadcasters hereby calls on the Greater University of North Carolina to publicly assure the people of this state by a letter to the North Carolina Association of Broadcasters that it intends to conduct the activities of its radio and/or television station at all times on a strictly non-commercial basis.

For Plymouth Line

CHRYSLER Corp.'s Plymouth Div., through N. W. Ayer & Son, New York, in introducing the 1953 model will sponsor four shows in a saturation plan on CBS Radio the week of Nov. 18. Programs are *Line-up, Meet Millie, Gunsmoke* and *Mr. Chameleon.*

ALABAMA Broadcasters Assn. presidents, present and past, gather at the ABA fall meeting, Oct. 10-11, on the U. of Alabama campus where the association maintains an office. L to r: Henry P. Johnston, WSGN-AM-FM Birmingham, 1948-49; Howard E. Pill, WSFA Montgomery, 1949-50; Bert Bank, WTBC-AM-FM Tuscaloosa, 1950-51; W. Emmett Brooks, WEBJ Brewton, 1951-52, and T. E. Martin, WAPX Montgomery, 1952-53.

PROSPERITY KEY

Nunn Claims Nation Depends on Sales

WITH today's economic emphasis on sales, the salesman has become "a key custodian of our national prosperity," according to Wesley I. Nunn, advertising manager of Standard Oil Co. of Indiana, Chicago. Mr. Nunn spoke Thursday at the first of two day-long sessions of the Audit Bureau of Circulations, meeting in the Drake Hotel, Chicago.

Success in the art of selling, he asserted, makes the difference between the "deepest depression and the greatest prosperity." Calling for closer cooperation between media and management, Mr. Nunn said advertising must shoulder much of the responsibility in the growth process by "selling, as such, and by helping in management decisions on vital functions such as product development, market planning and research."

Some responsibilities are the advertisers, primarily, aided by media as "sympathetic observers," he said, with others "clearly in the province of media, as advertisers and agencies perhaps fill a counsellor's role."

Discussing media and costs, he cited as a most pressing "current problem" for advertisers the diversion of funds "by deals and gimmicks from advertising programs planned in advance to accomplish needed company objectives."

Such deals, he said, involve the purchase of time in "brokerage deals" by wholesalers and retailers. He noted a "sharp conflict" between the long-run buying view which stresses consistency and long-term development and the short-run practice of buying distribution and dealer support through "deals."

The attitude of advertisers toward such deals varies, Mr. Nunn said, but generally speaking they have "legitimate objections" to them. This practice, he said, leads to loss of control of "one of the most important functions in any business—pricing."

He referred to suggested TV studies, with analysis of the medium's effect on newspaper readership by newspaper groups. A city, for example, would be studied before and after the advent of TV. Mr. Nunn suggested the magazine industry might be interested in conducting a similar investigation. "We know there is a continuing need for this type of information because advertisers repeatedly ask for it," he said. Clients will have to continue estimating TV's impact on readership, and "with even greater urgency" as TV circulation grows, he added.

Other Thursday highlights were a panel discussion moderated by Martha Rountree, m.c. of *Meet the Press* on NBC-TV, and a speech by John P. Cunningham, executive vice president of Cunningham & Walsh, New York, and board chairman of American Assn. of Advertising Agencies.

Miss Rountree appeared with two speakers, Sen. Robert Kerr (D-Okla.) and Sen. Harry P. Cain (R-Wash.), who debated "Which Party Can Do the Most for the Nation." The 45-minute panel, interspersed with questions from a newspaperman-panel, was broadcast on WCFL Chicago.

Retiring ABC board members include Lowry H. Crites, general Mills; William A. Hart, E. I. duPont de Nemours; Howard M. Chapin, General Foods; Russell Z. Eller, Sunkist Growers; W. S. McLean, Fisher Body Div., General Motors; E. Ross Gamble, Leo Burnett Agency, Chicago.

RICHARD WIDMARK and Anne Baxter were presented with the first annual "Golden Mike" awards on CBS Radio's *Suspense*, Oct. 20. They were voted the best guest actors by the program's regular cast and crew.

REBROADCAST

Brown Charges 'Conspiracy'

GORDON P. BROWN, owner of WSAY Rochester, N. Y., lashed out again last week at those who request further postponement of the effective date of the FCC's new rebroadcast rule after Oct. 31 and requested Justice Dept. action should an FCC investigation disclose "conspiracy."

The rebroadcast rule, thrice-postponed, would require stations to permit rebroadcasting of their signals upon request unless good and sufficient reason exists to deny permission. However, when a denial is made, the station would have to file an explanatory statement with FCC within 10 days [B•T, May 19]. NARTB, CBS, NBC and others have petitioned for delay in putting the rules into effect and have asked for reconsideration of the rule.

Mr. Brown's latest protest is in response to a petition by Haley & Doty, Washington law firm, for further postponement of the rule after Oct. 31, tendered in behalf of a number of stations. Mr. Brown charges the petition "would infer that Sec. 325 of the Communications Act was a license to a licensee to dictate to a sponsor what use the sponsor shall make of his own program when actually legislative history of Sec. 325 of the Act clearly points out that it was the purpose of the Act to protect the one 'spending a large amount of money to prepare and present a program' (quoted from Page 2880 of the February 3, 1927 issue of the *Congressional Record*)."

Charges Misinterpretation

Mr. Brown argued that "the point has many times before been brought to the attention of the Commission that certain licensees and networks have, and still are, restricting rebroadcasting because of an intentional erroneous interpretation put on the Congressional intent of Sec. 325(a), not by the Commission but by those licensees and networks who would monopolize the national radio sponsors' programs."

Mr. Brown's petition continued:

Careful investigation and consideration should be given by the Commission of those who would attempt to continue to restrain rebroadcasting. It is now quite evident through the station relations departments of the two petitioning networks, NBC and CBS; NARTB; the Broadcast Magazine; the attorneys of Haley & Doty and the stations which they represent, all of which are attempting to further restrain rebroadcasting that such united action as displayed by the above relative to the Commission's report and order on Docket 9808, seriously takes on the complexion of a conspiracy to deprive WSAY and thousands of other stations from obtaining rebroadcast revenue and to deprive millions of listeners of their inherent right to the most and best that radio and TV can afford them. If such FCC investigation discloses conspiracy, I request that it be turned over to the Justice Dept. and the Federal Trade Commission for their action.

FAITH IN RADIO

Recited at NARTB Dist. 1 Meet at Boston

RADIO is selling itself short though it is stronger than ever before, NARTB District 1 (New England) broadcasters were told last week.

Special rates and under-the-table deals were criticized by Paul H. Provandie, vice president of Hoag & Provandie, Boston, addressing the closing luncheon of the Monday-Tuesday meeting held at the Hotel Statler, Boston.

These practices are "all too prevalent," Mr. Provandie said, and "put the agency in a bad position." He mentioned the practice of giving local dealers local rates after station representatives had quoted card rates to the agency. "We want the most for our money," he said, "but we want to pay the legitimate price."

"You get the impression that radio is dead," he continued. "Instead of positive selling, the approach is—if you have a few dollars left over, how about using radio?"

Powerful Sales Medium

"If properly used, radio is a powerful sales advertising medium that can bring exceptional results," he said. "Methods of using radio have changed. Today it's a question of saturation, of dominating a market." He mentioned a client on an all-radio budget, with 12,500 spots on 79 stations. The campaign is proving how well radio can produce for an account, he said. Of the 79 stations, he continued, only 21 were paid at the national rate. He said $24,000 was lost by the other stations and "there was no need for it." Representatives put in a lot of work but were cut out, he noted.

Dr. Sydney Roslow, director of The Pulse Inc., described merits of his firm's audience technique, reminding there is no chance of making a complete audience count at any given time.

W. Bruce McEwen, vice president of C. E. Hooper Inc., substituting for Mr. Hooper, said he was proposing a "practicable, workable" plan designed to show radio listening in and out of the home, describing parallel surveys in which out-of-home listening is measured by the diary method. Dr. Roslow said Pulse has been doing out-of-home measurement.

INDUSTRY leaders at joint NARTB District 1—New England Radio Executives Club luncheon in Boston last week included (seated l to r); Harold E. Fellows, NARTB president; Mary McKenna, Benton & Bowles, N. Y.; Lewis H. Avery, Avery-Knodel Inc., N. Y.; John Taylor, RCA; Vincent T. Wasilewski, NARTB; Joseph K. Close, WKNE, Keene, N. H. Standing, William T. Stubblefield, NARTB; Robert McCrae, RCA, Boston; Robert D. Lilien, Whitehall Pharmacal Co., N. Y.; Rudolph Bruce, N. E. Coke Co. and REC president; William B. McGrath, WHDH Boston and District 1 director; William H. Rines, WCSH Portland; Gerald Harrison, WMAS Springfield.

* * *

Participating in the Tuesday afternoon TV panel were W. C. Swartley, WBZ-TV Boston; Craig Lawrence, WCBS-TV New York, and Robert D. Swezey, WDSU-TV New Orleans, NARTB TV board member.

Resolutions included a loyalty pledge by which members agreed to abstain from double billing. Others commended NARTB officials and William B. McGrath, WHDH Boston, district director. Appreciation was voiced for the vigorous support given broadcasting by the trade press. Resolutions committee members were Earle G. Clement, WBET Brockton, Mass., chairman; Jock MacKenzie, WMOU Berlin, N. H.; Carleton D. Brown, WTVL Waterville, Me.; William H. Rines, WCSH Portland; John D. Swan, WCAX Burlington, Vt.

Presiding at the sessions was William B. McGrath, district director and managing director of WHDH Boston.

Robert D. Lilien, advertising manager of Whitehall Pharmacal Co., reported that radio gets a bigger share of its budget than any other medium. In presenting sales ideas today, he suggested that Whitehall's two levels of purchases, network and spot, be kept in mind.

Headache Remedy Sales

"Since headache remedy sales are somewhat concentrated in urban areas, and what we are looking for if we buy additional network time is audience extension rather than increased frequency against the same audience we reach so heavily in the daytime, the inroads of television become a very important factor," Mr. Lilien declared.

"Practically the only type of network time left to buy is at night, and it is just in urban areas where TV is hitting hardest at night. We are always extremely anxious to hear of any network plan which will crack this very tough nut, and we believe the networks showed great creative media imagination in working out with their affiliates the 'tandem' type operations which enabled advertisers like us to extend our daytime audiences with minimum talent charges, short-term commitments, and at reasonable cost-per-thousand levels."

Referring to spot buying, Mr. Lilien said that since "early morning time has suffered negligibly in most markets because of TV, we buy almost uniformly here, where we can reach not only TV homes, but also working women and a heavy male audience."

Whitehall is extremely measurement conscious, he said, and since it uses transcriptions almost exclusively in spot announcements, personalities as salesmen are not so important as how many people

(Continued on page 56)

RTES LUNCHEON

Sarnoff Sketches Aims

THE RADIO & Television Executives Society is going to be more than just a series of luncheon meetings, its president, Robert Sarnoff, said Thursday at the first luncheon of the new organization, formed by a merger of American Television Society and Radio Executives Club of New York.

Reading from the preamble of the RTES constitution, which calls for a forum for the exchange of ideas and discussion of industry problems and on the organization to promote the use of radio and TV broadcasting, Mr. Sarnoff said that plans now are being made to carry out these ends.

Some 300 persons attended the opening luncheon, held at the Roosevelt Hotel, New York, to hear the political scene discussed by four news commentators: H. V. Kaltenborn of NBC, John Daly of ABC, Douglas Edwards of CBS and H. R. Baukhage of ABC. Milton Berle spoke briefly.

CHATTING with NARTB District 2 director E. R. Vadeboncoeur (l), WSYR Syracuse, at district meeting were (l to r): George Bingham, WKIP Poughkeepsie; Robert Peebles, WKNY Kingston; W. W. Carter Jr., WTRY Troy; Charles Phillips, WFBL Syracuse; Frederick L. Keesee, WMBO Auburn. District 2 met at Rye, N. Y. [B•T, Oct. 20].

SEXTET from New York and New Jersey at NARTB District 2 meeting (seated, l to r): Joel Scheier, WIRY Plattsburg; Alois A. Schmidt, WFCB Dunkirk; Earl R. Kelly, WWNY Watertown. Standing, Robert L. Williams, WCTC New Brunswick, N. J.; Stephen Ryder, WENE Binghamton; James W. Higgins, WWNY Watertown.

XUM

Like pretty girls go for sweets

Baltimore merchants go for WITH like pretty girls go for sweets! They love the quick, profitable results they get from this low-cost station. At low, *low* rates, WITH delivers a huge, responsive audience—more listeners-per-dollar than any other radio or TV station in town. And that means *low cost results!* And that's why WITH *carries the advertising of twice as many local folks as any other station in town!*

So take a tip from these smart advertisers. Put WITH on *your* schedule. WITH can produce low-cost results for *you*, too! Get the whole story from your Forjoe man today!

IN BALTIMORE **WITH**

TOM TINSLEY, PRESIDENT • REPRESENTED BY FORJOE AND COMPANY

McCARTHY TALK

KING-TV Cancels When Deletion Fails

REFUSAL of Sen. Joseph R. McCarthy (R-Wis.) to delete a portion of his prepared address led to cancellation of a televised program on KING-TV Seattle Thurdsay.

KING-TV officials said the Senator would not allow deletion of portions of his prepared speech containing allegations against two members of Drew Pearson's staff. The station announced the telecast had been canceled for reasons beyond its control.

Sen. McCarthy, told by KING-TV that the charges required proof, said he did not have the proof immediately available. He contended that in a paid political telecast the station does not have any right to censor a speech. He said he would ask the FCC to revoke KING-TV's license.

Otto Brandt, vice president-general manager of KING-TV, said the station was advised that if the material were false it would be libelous.

"Our attorneys advised us that in the event there is a candidate for public office speaking in behalf of his own candidacy, the station cannot censor the script because of libelous insertions," he said. "However, where an individual speaks in behalf of another candidate, any libelous material on such a program would render that station liable to suit by any individuals so defamed."

Mr. Brandt further told BROADCASTING • TELECASTING that the station "leaned over backwards" in its dealings with the Wisconsin senator. The station has a 48-hour deadline on political scripts, he said, and the Senator's script was "almost 48 hours late."

Within an hour following receipt of the script, Mr. Brandt said, the agent was advised of the station's position, and that was nearly four hours in advance of air time. Inference had been made the station had not advised the Senator until just prior to air time.

TV SETS IN '53

GE Sees 6.2 Million

TV RECEIVER production next year will hit 6.2 million, highest since the 7.5 million manufactured during record-setting 1950, the General Electric Tube Dept.'s marketing manager, E. F. Peterson, predicted last week.

He said 1953's retail value production of sets will be $1.73 billion, or 0.75 million more sets than in 1952. Some 5.4 million sets were produced in 1951, the same figure expected this year. The rise he attributed to the expected establishment of new stations, many of them uhf, and acceleration in replacement of old sets, partly because of new uhf operations.

Increased saturation in established TV markets and increase in the number of multi-set owners also will contribute to the production rise, Mr. Peterson said. The predictions were based on a GE Tube Dept. market analysis.

Production of small radio and TV receiving tubes will hit new peaks, he said, predicting production of 435 million such tubes, compared with the 375 million total expected this year. The 1953 figure will eclipse the 1950 record of 383 million tubes, he said.

TV picture tube production is expected to exceed the eight million manufactured in 1950, and will be up 1.5 million over this year's expected total, with more than two million of this number to be used for replacements.

He said about 700,000 sets bought between 1947 and 1950 will be ready for replacement next year, with many old models relegated to second-set use in favor of new receivers.

Hobby for Ike

FORMATION of a Democrats-for-Eisenhower Committee headed by Mrs. Oveta Culp Hobby, KPRC-AM-FM-TV Houston, was announced at Eisenhower-Nixon headquarters last week. Mrs. Hobby, co-publisher of the *Houston Post* and first WAC director, will direct the new group from New York GOP headquarters, according to an AP story.

SEG-ATFP AGREE

On Same Movie-TV Scales

SCREEN Extras Guild and Alliance of Television Film Producers last week agreed regular theatrical motion picture contract wage scales and working conditions shall apply also to TV films.

Still to be worked out are repayment for re-use of TV films and increased rates for multiple pictures. The new agreement is retroactive to Sept. 17, but ATFP will not pay increased rates until all phases of the contract are settled and approved by the Wage Stabilization Board.

P. Lorillard Signs

P. LORILLARD Co., New York, has signed for two news programs on 328 stations on ABC radio effective yesterday (Sunday). *Monday Morning Headlines* (Sunday, 6:15-6:30 p.m.) will be underwritten by the company's Embassy cigarettes and the *Taylor Grant-News* show (Sunday, 9:15-30 p.m.) will be sponsored by Old Gold cigarettes. Lennen & Newell, New York, is the agency.

Bouquet to WAAM (TV)

DETLEV W. BRONK, world-famed scientist and president of Johns Hopkins U., has paid tribute to Ben and Herman Cohen, president and vice president of WAAM (TV) Baltimore, for "outstanding public service" in interest of education, religion, social service and arts. As chairman of WAAM Program Advisory Council, President Bronk arranged the testimonial and presented a scroll to WAAM executives. Members of the council joined in signing the scroll. Its members include public, religious and civic leaders. Among WAAM achievements for education is *Johns Hopkins Science Review*, award-winning telecast developed cooperatively with the university.

WOW-TV EXPANDS

Will Up Power to 28 kw

A $120,000 improvement and expansion program is underway at WOW-TV Omaha.

Present construction is the first segment of a two-part program which WOW-TV hopes will lead to power increase to 100 kw.

This initial program, already approved by FCC, will jump WOW-TV's power from its present 17.2 kw to 28 kw. The second step, which would up the station's power to the maximum 100 kw, awaits FCC approval, it was reported.

Assembly and testing of the new antenna already have begun, with actual work on the modification of the WOW-TV tower slated to begin Nov. 5. All equipment is scheduled for installation by mid-November. Construction work will be under the supervision of WOW-TV Chief Engineer W. J. Kotera and RCA engineers.

Frank P. Fogarty, general manager of Meredith WOW Inc., owner - operator of WOW-AM-TV, said that in addition to improving WOW-TV's signal, the program also will extend the station's service area about 12 miles.

CAAA Elects Ronalds

RUSSELL C. RONALDS, president of Ronalds Adv. Agency, Montreal and Toronto, was elected president of the Canadian Assn. of Advertising Agencies at Toronto on Oct. 16. G. C. Hammond, Cockfield Brown & Co., Montreal, and Mark Napier, J. Walter Thompson Co. Ltd., Toronto, were elected vice presidents.

Fellows Heads Drive

HAROLD E. FELLOWS, NARTB president, has been named chairman of the National Radio & Television Committee for the 1953 March of Dimes by Basil O'Connor, president of the National Foundation for Infantile Paralysis.

CBS-TV SHIFT

Aubrey to Head KNXT (TV)

JAMES T. AUBREY Jr., for 10 months sales manager, has been named manager of KNXT (TV) Hollywood, CBS-TV owned station, and general manager of Columbia Television Pacific Network.

Mr. Aubrey

The appointment was announced Wednesday by Merle S. Jones, vice president in charge of CBS Television stations and general service. Mr. Aubrey succeeds Wilbur S. Edwards, shifted to New York as general sales manager of CBS Television film sales [B•T, Oct. 29].

Mr. Jones also revealed that Edmund C. Bunker, account executive in CBS-TV network sales, New York, is being transferred to Hollywood as sales manager of KNXT and CTPN, taking over the first week in November.

With CBS for more than four years, Mr. Aubrey joined KNXT in 1950 when it was purchased by the network from the Thomas S. Lee estate. Previously, he was KNXT account executive for two years.

Mr. Bunker was account executive with Avery-Knodel Inc., New York, before joining CBS network sales in June 1949. Before, he had been regional sales manager of WIS Columbia, S. C. He at one time had been program director and chief announcer of WSCN Charleston, S. C., and account executive and copywriter at WTOC Savannah, Ga.

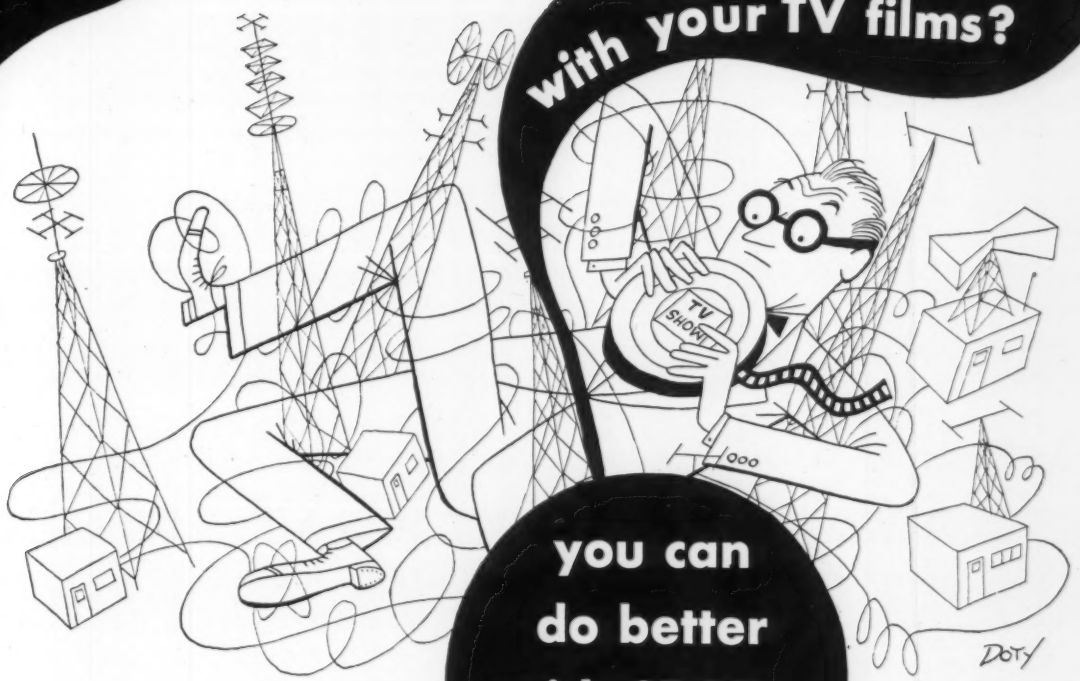
Philip Morris Looks

PHILIP MORRIS cigarettes, New York, through Biow Co., is looking for a new show to replace *What's My Line?* on CBS Radio. Latter program will be cancelled Nov. 26 but the firm will retain the Wednesday 9:30-10 p.m. time. Cigarette firm also plans to place its *My Little Margie* on CBS-TV but the time and exact starting date have not been set. Program is on NBC-TV for five weeks.

UBC Appoints Two

GRAEME ZIMMER, formerly general manager of WCAV Norfolk, Va., and WXGI Richmond, Va., has joined United Broadcasting Co., Washington, taking charge of national sales outside New York City, according to Richard Eaton, head of the UBC operations. Robert L. Wittig continues in charge of the New York sales office. Eugene Miller, formerly promotion manager of WRFD Worthington, Ohio, has been named UBC publicity director at Washington headquarters.

All tangled up in the cable with your TV films?



you can do better with SPOT— *much better*

When you place your TV film shows on a Spot basis, you don't get tangled up in cable allocations, "must" stations or minimum group requirements. With Spot, you buy only the markets you wish . . . find stations clear time more readily. And there's a saving in time charges—enough to cover film prints, their distribution and others costs.

Get the full details from your Katz representative.

THE KATZ AGENCY, INC. • *National Advertising Representatives*

488 MADISON AVENUE, NEW YORK 22, NEW YORK • CHICAGO • LOS ANGELES • SAN FRANCISCO • ATLANTA • DALLAS • KANSAS CITY • DETROIT

Single Rate Card Favored

(Continued from page 27)

rating at night means more in terms of listeners than a daytime rating.

One way of bringing day and night rates closer to the same level is to use different frequency discount formulas. Another method shown by the survey is use of a single rate for local business regardless of the time of day, with day and night rates for national spot.

Comments offered by 27 broadcasters at the District 3 and 4 meetings (about one out of six of those present) follow:

ED M. ANDERSON, WBBO-AM-FM Forest City, N. C., WPNF Brevard, N. C.—There's no reason a 250 w station should have a higher night rate, in view of the decreased coverage. TV obviously is causing a shrinkage of the night audience. It has not affected our daytime radio coverage.

JOHN S. BOOTH, WCHA-AM-FM Chambersburg, Pa.—We are daytime but have the same rate for day and evening in winter when we are on as late as 8:45 p.m.

DOUGLAS M. BRADHAM, WTMA-AM-FM Charleston, S. C.—While WTMA isn't in a TV market yet, we believe the single rate card is definitely coming. In time, the day rate may exceed the night rate. At present the night rate is nearly double that for day periods.

GEORGE D. COLEMAN, WGBI-AM-FM Scranton, Pa.—A lot depends on the market, and the inroads of television. Each market must be analyzed separately. WGBI is carrying a full, sold-out schedule and has no special local rate. Night rates are about double our daytime scale.

CHARLES H. CRUTCHFIELD, WBT WBT-FM and WBTV (TV) Charlotte, N. C.—The single rate card for radio is inevitable. I am hopeful it will not come immediately. If broadcasters don't adopt a single rate, timebuyers will force them to take the step. Television has affected our radio ratings only a fraction of a point. Broadcasters should be smart and beat timebuyers to the single rate, making it a positive step and not negative as in the case of network rate-cutting.

HAROLD ESSEX, WSJS-AM-FM Winston-Salem, N. C.—When WSJS went on the air in 1930 it operated with a single rate. Daytime hours are becoming more valuable as TV's influence spreads.

F. J. EVANS, WPLH-AM-FM Huntington, W. Va.—That's what we're going to have. We now have the same day and night rate for local spot. Stations will be charging a little less at night and a little more during the day. We have Class A and B national rates. Most national spot business is daytime.

EARLE J. GLUCK, WSOC-AM-FM, Charlotte, N. C.—I'm opposed to a single rate. I look for an increase in day rates until they approach night rates. We need to increase day rates up to the night level.

LESTER L. GOULD, WJNC Jacksonville, N. C.—I believe in a single day and night rate, including politics, but with this exception—a 25% higher night rate for spots to discourage them, saving the time for programs.

CECIL B. HOSKINS, WWNC Asheville, N. C.—We may come to that but not this year, or next. Last Aug. 15 WWNC increased rates. Our Class B rate is now 15% higher. Class A time has been changed from 6-11 p.m. to 6:30-10:30 p.m.

J. ROBERT GULICK, Steinman radio and TV stations—We aren't doing it now, but are coming to it at all the Steinman radio stations because of television. TV creates a terrific competitive situation from 6:30 to 11 p.m. The 11 p.m. news is still one of radio's strong points.

J. FRANK JARMAN, WDNC-AM-FM Durham, N. C.—I don't believe in the same day and night rate. Surveys show the night programs rate higher than day programs in our market. I believe in charging according to the size of the audience.

E. Z. JONES, WBBB-AM-FM, Burlington, N. C.—If our AM outlet operated at night, it would have a single rate. Our FM rate is the same for day and night.

LEONARD KAPNER, WCAE-AM-FM Pittsburgh—Since June 1 WCAE has had a Class A rate from 9 a.m. to 11:30 p.m. Many stations are rate-cutting. I hold no brief for this practice since it can put stations out of business. Rather than use unethical practices to get business they should decide that TV's impact is apparent on evening sets-in-use. The evening audience is still a little ahead of daytime listening. You don't get 45 ratings at 9 p.m., for example, but the audience is still substantial.

GAINES KELLEY, WFMY (FM) and WFMY-TV Greensboro, N. C.—Daytime radio has been undersold for a long time. Night audiences are obviously affected by TV as evidenced by network cuts. Daytime radio is becoming more important. WFMY (FM) has a single day and night rate. It hasn't been changed since the station went on the air in 1948.

RICHARD H. MASON, WPTF-AM-FM Raleigh, N. C.—I don't approve a single rate. Despite television's influence, radio is still a good medium at night and always will be. A single rate card would be a retreat.

L. WATERS MILBOURNE, WCAO-AM-FM Baltimore—Even if a station has the same night and day rate, it has the whole family listening at night so the same rating is worth more. We reduced our night rate 20%. The day rate was raised in 1951 and again this autumn. Our gross and net income in 1952 is above 1951 despite the CBS rate cut.

W. H. PAULSGROVE, WJEJ Hagerstown, Md.—We're heading in that direction, pulling our day rate up with night off a little. We still have Class A and B rates.

THOMAS B. PRICE, WBVP Beaver Falls, Pa.—I don't believe in a single rate. It's the custom in radio to have group rates based on tune-in. A drastic rate reduction in radio is not justified. Even if TV takes away part of the audience, radio rates are still too low.

JOHN M. RIVERS, WCSC-AM-FM Charleston, S. C.—The single rate is impractical in areas not fundamentally affected by television. Ultimately the answer to the rate problem will be an increase in day and decrease in night rates.

LAWRENCE H. ROGERS II, WSAZ-AM-TV Huntington, W. Va.—I believe in a revision of the present system, leaning toward a single day-night rate although research is necessary in individual cases. We are bringing the day radio rate more closely in line with the night rate through the frequency discount schedule, raising the high-frequency daytime rate without increasing the basic scale. The night rate hasn't been changed. I can't see the safety of reducing the night rate until the industry stops talking in terms of a onetime night hourly rate.

JOE L. SMITH JR., WJLS-AM-FM Beckley, W. Va.; WKNA-AM-FM Charleston, W. Va.—The single rate is inevitable. We have a single rate now for spots at Charleston. If the Beckley station gets a day-time power increase, we will change to a single rate.

J. T. SNOWDEN JR., WCPS-AM-FM Tarboro, N. C.—We "sell WCPS" to sponsors. If it's a night program, it's on FM since our AM station is daytime only. If it's daytime, the FM station duplicates except for sports events. On weekends we have carried four football games, three on FM. We have sold AM and FM coverage of a game to separate sponsors. AM and FM rates are the same. Most fulltime stations in the area have the same day and night rate.

JOHN E. SURRICK, WFBR Baltimore—I'm in favor. We sell on a circulation basis. Where TV penetrates, the night audience is reduced. WFBR is building a new card with an adjustment upward in day rates and downward in night rates. Daytime radio has been underpriced.

ROY F. THOMPSON, WRTA Altoona, Pa.—The single rate may come but I'm not in favor of it now.

BEN E. WILBUR, WOL Washington—I believe in a modified single rate. Hours between 11 p.m. and 7 a.m. might be other than Class A. Our basic day and night rates are the same.

WWDC'S GROSS

Single Rate Credited

SINGLE rates for day and night time deserve most of the credit for a three-year climb in gross receipts of WWDC Washington, according to Ben Strouse, general manager (see rate card survey this page).

"Equal rates for the hours between 6:30 a.m. and 11 p.m. are a terrific attraction to national and local advertisers," said Mr. Strouse, one of the first to adopt the single rate formula.

"We equalized rates Feb. 1, 1950 when we went from 250 w to 5 kw fulltime," he continued, raising daytime rates to the night level, with the exception of special rates between 11 p.m. and 6:30 a.m.

"Our 1950 gross volume was 23% over 1949. In 1951, our biggest year up to that time, our gross was 5% over 1950. Now 1952 looks still larger and our gross should be 15% over 1951." Mr. Strouse stated further:

We should have equalized our rates many years ago. TV was not an important factor in night radio in early 1950. As an independent station at that time, WWDC had a substantial share of the night audience, though bucking big-name radio programs. We decided it wasn't fair, however, to charge advertisers a substantially higher rate at night because the audience wasn't that much larger.

By the time we joined MBS in March 1951, television's influence had increased. We kept the same rate structure, however, and more than held our own with our daytime audience.

Night radio rates at that time were too high in proportion to the daytime scale. Stations should raise their daytime rates to the night level, equalizing rates on the basis and the job done for the advertiser. Radio rates have long been too low.

CHARLES W. BALTHROPE (r), president, KITE San Antonio, presents anniversary cake to Jack Morse, vice president, Joske's department store, on fourth anniversary of Joske's sponsorship of all hourly headline newscasts on KITE. During four-year period, store has sponsored more than 10,000 newscasts.

Our first thirty years!

WOAI

19 22

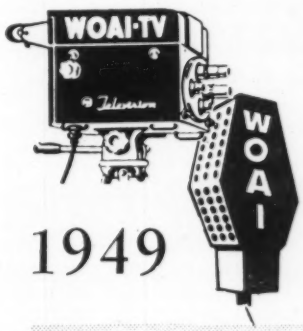
500 Watts

19 25

5,000 WATTS

19 30

50,000 WATTS



1949

Texas

19 20

4,663,000

19 30

5,824,000

19 40

6,414,000

19 50

7,711,000

San Antonio

19 20

161,000

19 30

232,000

19 40

254,000

19 50

455,000

CLEAR CHANNEL · 50,000 WATTS

WOAI

SAN ANTONIO

NBC *affiliate* **TQN**

Represented Nationally by
EDWARD PETRY & COMPANY, INC.
New York • Chicago • Los Angeles • St. Louis
Dallas • San Francisco • Detroit

Campaign Radio-TV Fever Rages

(Continued from page 24)

uled a "preview" tonight (Monday), on its *Johns Hopkins Science Review* (8:30-9 p.m.), of Remington Rand's Univac electronic "brain" which CBS-TV will use in its election coverage. The preview will present the machine's inventor, Dr. John Mauchly.

In addition to placing the CBS-TV coverage on the four DuMont stations, Westinghouse also has been sponsoring the CBS-TV *Pick the Winner* programs on the same DuMont outlets.

Other election coverage sales included further developments in WJZ-TV New York's signing of American Oil Co. (Amoco) for five-minute local presentations every half-hour starting at 8:25 election night and continuing until signoff. *Newsweek* bought 20-second commercials and S. W. Farber (Farberware kitchen utensils) signed for 10-second commercials in all of these five-minute periods. The Amoco - *Newsweek* - Farber deal amounted to an estimated $11,000 in billings. Commentator - Editor Taylor Grant and newsmen of the *New York World Telegram & Sun* will be featured.

GOP New York Schedule

The New York Republican State Committee sponsored a number of broadcasts on New York state stations last Thursday, Friday, and Saturday on behalf of Presidential and/or Senatorial candidates.

These included a Thursday evening half-hour broadcast by Gen. Eisenhower from Buffalo on seven New York state radio affiliates of NBC, plus WBEN-TV Buffalo; a quarter-hour speech by Dean Alfange on WQXR New York Friday night, with rebroadcast Saturday night over WMCA New York; a 15-minute speech by Gov. Thomas E. Dewey Monday and Friday evening on seven NBC-TV affiliates in the state and one by Gov. Dewey Saturday evening on WOR-TV New York; and a five-minute broadcast on each of the three days, carried on 17 New York state radio affiliates of ABC, plus a quarter-hour on WOR-TV Saturday evening.

WPIX (TV) New York reported that the New Jersey and New York State Republican Committees had booked "intensive" spot campaigns on its station.

The Liberal Party also signed for two quarter-hours on WPIX—tonight and Wednesday night — for speeches by Dr. George S. Counts, candidate for the U. S. Senate.

In the meantime, ABC, outlining technical features of its coverage plans, estimated it would use a half-million dollars worth of radio-TV equipment, including a new "Robot Reporter" and at least 125 microphones and 35 TV cameras in studios and at key election points across the nation. Walter Winchell will head the staff of ABC commentators.

Mutual, adding to its earlier announcements of plans, said some 25 regional news centers are being set up throughout the country to augment its five major news bureaus in providing coverage of returns.

Canadian stations and networks are completing plans for coverage of the Nov. 4 election, and most stations and networks plan to be on the air until a definite result is in sight. In addition, Canadian stations plan to carry commentators from various capitals including Ottawa, Washington, London and Paris, on the results of the election.

At least one international advertiser, Canadian Westinghouse Ltd., Hamilton, Ont., is sponsoring the reports for one network, with some 30 Trans-Canada network stations to be used between 9 p.m. and midnight, carrying CBS reports. Sponsor will also carry five minute summaries every half-hour and a few quarter-hour summaries on CFRB Toronto, the local CBS outlet, which is not on Trans-Canada network.

Other developments in capsule:

• Final program of a series of five broadcasts each Wednesday in October on ABC radio, 10:15-10:30 p.m., under sponsorship of International Ladies Garment Workers Union in the interest of the Stevenson candidacy, will be a simulcast, carried Oct. 29 on ABC radio and TV. Mr. Stevenson will be introduced by Tallulah Bankhead.

• A "McCarthy Broadcast Committee" has made arrangements for a $50-per-plate dinner in Chicago to finance a major radio-TV network broadcast by Sen. Joseph McCarthy (R-Wis.) Oct. 27. Network costs are placed between $50,000 and $60,000, with ABC-TV and MBS carrying the talk. About half of the places reserved have been sold.

• A $53 luncheon in the District of Columbia held by local Democrats raised $54,000, with the sum set aside for Gov. Stevenson's radio-TV speech in Boston last Saturday.

• Hudson County (N. J.) Democratic Committee signed to sponsor WNJR Newark broadcast of speech by President Truman at Jersey City last Tuesday (10:30-11 a.m.) and one by Gov. Stevenson there tomorrow (Tues., 2-2:30 p.m.).

• Jack Perlis, public relations consultant for "Meet the Press," said that neither Gov. Stevenson nor Gen. Eisenhower has taken advantage of a free offer to appear on that program. He reported that "in order to accommodate either Gen. Eisenhower or Gov. Stevenson, both the sponsor and the network of 'Meet the Press' are willing to broadcast and telecast special shows for them on a Monday instead of a Sunday."

• A similar call for Presidential candidates Eisenhower and Stevenson to debate vital issues was issued by Allard Lowenstein, Yale U., National Director of Students for Stevenson, and Roger Allen Moore, Harvard U., National College Chairman of the Young Republican National Committee, at the conclusion of a "Junior Press Conference" on WFIL-TV and ABC-TV. Telegrams were sent to the nominees.

NIXON'S NIELSEN

Aspirant Gets 48.9 Rating

REPUBLICAN Vice Presidential candidate Richard Nixon attracted an audience of 9,136,000 families to his Sept. 23 telecast on a 62-station hookup of NBC-TV, according to A. C. Nielsen Co., which gave the program a rating of 48.9. Political speeches telecast on the network in the Sept. 15-24 period are reported on by Nielsen as follows:

Speaker Stations	Date	Time (all p.m.)	Nielsen-Rating †
Stevenson NBC (48)	9/15	10:30	16.0
Nixon ABC (26)	9/17	11:30	8.4
Taft NBC (21)	9/17	10:00	4.0
Eisenhower NBC (56)	9/19	10:45	29.0
Stevenson CBS (48)	9/23	10:00	31.4
Nixon NBC (62)	9/23	9:30	48.9
Eisenhower Du M (62)	9/24	9:30	27.3

†Per Cent of homes reached in program station areas.

TRANSIT FM

FCC Rejects Barger Plea

PETITION by Harry S. Barger, Washington, D. C. attorney who sought to intervene with Transit Riders Assn. in protest against license renewal of WWDC-FM in the transit FM case was dismissed by the FCC last week.

Mr. Barger had filed a protest against the renewal on the same day FCC rejected the TRA complaint. But, the Commission noted, his petition was not filed within the 30-day limit prescribed by Sec. 309 (c) of FCC's rules. TRA had protested any grant without hearing of the WWDC-FM renewal on July 11. FCC subsequently granted the renewal, along with 16 others for transitcasting and functional music [B•T, Aug. 25, 4].

In denying the petition by Mr. Barger, one-time chief investigator for the Cox committee probe of the FCC, and Henry Stratton, also Washington, the Commission also noted that it already had dismissed TRA's protest.

Counsel for TRA has indicated that it would appeal the whole transit FM case to the courts. The Supreme Court has ruled that free speech or "forced listening" is not involved in the dispute. TRA's petition last summer raised the point of whether transitcasting is properly a broadcast service within meaning of the Communications Act.

DUEL OF CANDIDATES

Proposed by Columnist

PROPOSAL that the rivals for the Presidency, Gen. Eisenhower and Gov. Stevenson, be pitted together on an all-network "quiz program to end all quiz programs" was advanced last week by Hal Humphrey, radio-TV editor of the *Los Angeles Mirror*. His plan was to have responsible newsmen submit questions dealing with major issues to the candidates in advance, and then have them give their answers on a program to be carried on both radio and TV networks.

Officials of CBS and ABC were said to have indicated a willingness to provide time for such a broadcast—Mr. Humphrey suggested it be called *Twenty Questions*—and NBC was said to have given a conditional approval, the condition being that the nominees first agree to participate. NBC noted that its earlier offer of free time for an Eisenhower-Stevenson debate had been rejected.

upcoming

Oct. 28-29: AAAA Eastern Conference (New York, New England & Atlantic Councils) fall regional convention, Roosevelt Hotel, New York.

Oct. 30-Nov. 2: Final ABC-Affiliates Regional Meeting (Ga. N. C., S. C., Va. and Fla.), Ponte Vedra, Fla.

Nov. 3-4: Central Canada Broadcasters Assn. Annual Meeting, Royal York Hotel, Toronto, Ont.

Nov. 6-7: NARTB Radio Standards of Practice Committee, NARTB Hdqrs., Washington.

Nov. 6-8: National Assn. of Educational Broadcasters 1952 Convention, Minneapolis, Minn.

Nov. 6-8: Sixth annual Southern Industrial Editors Institute, U. of Georgia, Athens, Ga.

Nov. 6-8: CBC Board of Governors meeting, Ottawa, Ont.

Nov. 7-8: Michigan Assn. of Broadcasters, Annual Convention, Fort Shelby Hotel, Detroit.

Nov. 9-16: National Radio & Television Week.

Nov. 11: National Conference of Christians and Jews awards luncheon, Washington.

Nov. 17-18: NARTB Copyright Committee, NARTB Hdqrs., Washington.

Nov. 19-22: Sigma Delta Chi, National convention, Denver.

'POST' SUES WINCHELL

Paper Claims Libel

ATTORNEYS for the *New York Post* were instructed by the newspaper last week to file suit for libel against ABC commentator Walter Winchell "and other parties responsible" for his telecast and radio broadcast on Oct. 19.

In announcing the action, the newspaper said Monday:

"Walter Winchell's month-long campaign of defamation against the *New York Post* and its editor, James A. Wechsler, culminated in a telecast and radio broadcast last night. As long as Winchell limited his scurrilities to the printed word, the *Post* felt that it could meet them in the arena of public discussion. However, since he has carried his false and malicious accusations to the air where there is no means of rebuttal, the *Post* has no alternative except to resort to legal action."

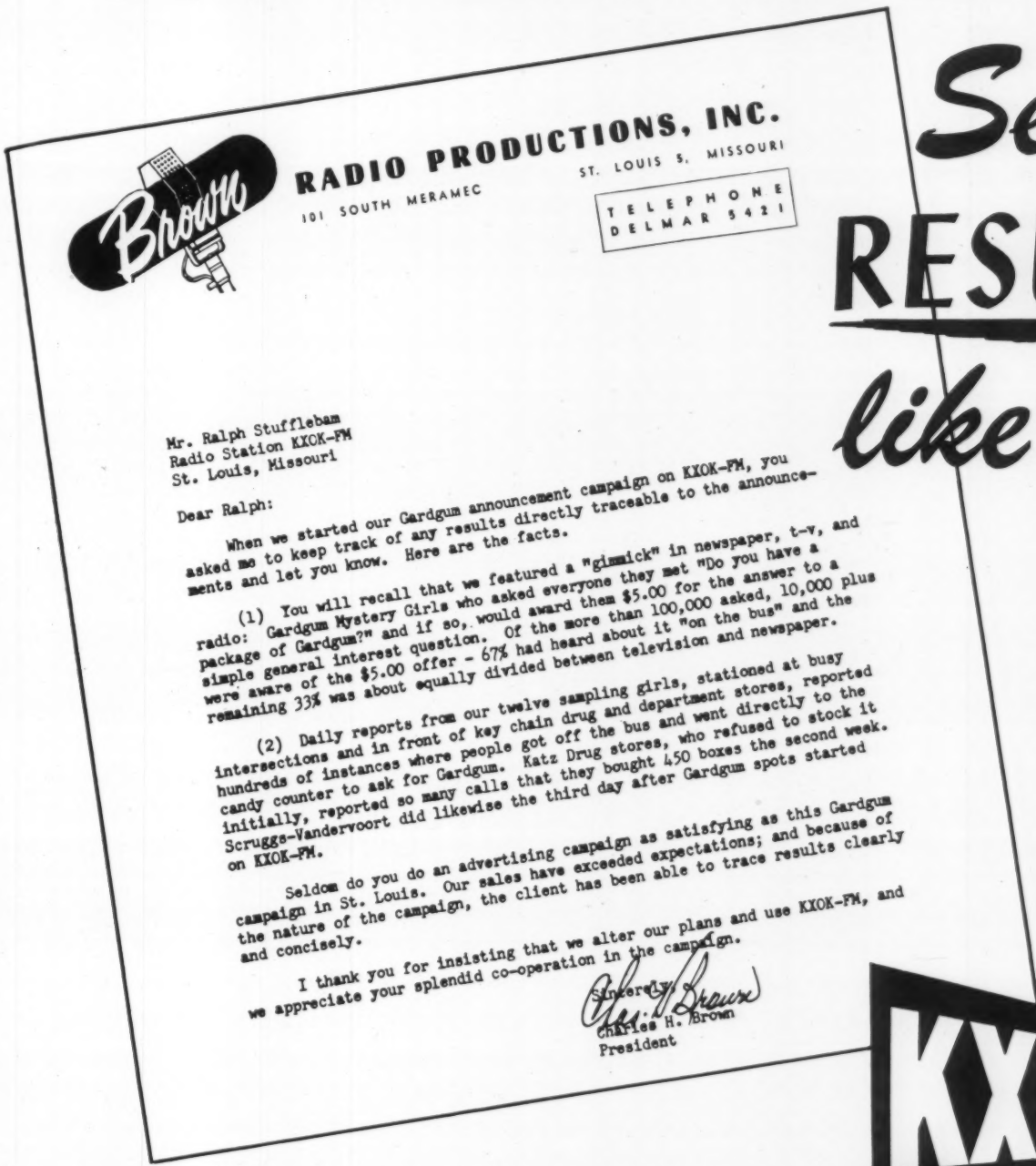
Spokesmen for ABC, which carries Mr. Winchell's telecast at 6:45 p.m. (EST) Sunday and his radio broadcast at 9 p.m. that day, reported late last week the network had not been served papers.

Poll Predictions

SPEAKERS panel of pollsters Arch Crossley, George Gallup, Elmo Roper and Budd Wilson will discuss "Why the Polls Won't Go Wrong in 1952" at the New York chapter meeting of American Marketing Assn. at New York's Belmont Plaza Hotel this Thursday. They will cite improvements in polling techniques and will predict who will be the next U. S. President.

TRANSIT RADIO

Sells RESULTS like this



RADIO PRODUCTIONS, INC.
101 SOUTH MERAMEC ST. LOUIS 5, MISSOURI
TELEPHONE DELMAR 5421

Mr. Ralph Stufflebam
Radio Station KXOK-FM
St. Louis, Missouri

Dear Ralph:

When we started our Gardgum announcement campaign on KXOK-FM, you asked me to keep track of any results directly traceable to the announcements and let you know. Here are the facts.

(1) You will recall that we featured a "gimmick" in newspaper, t-v, and radio: Gardgum Mystery Girls who asked everyone they met "Do you have a package of Gardgum?" and if so, would award them $5.00 for the answer to a simple general interest question. Of the more than 100,000 asked, 10,000 plus were aware of the $5.00 offer - 67% had heard about it "on the bus" and the remaining 33% was about equally divided between television and newspaper.

(2) Daily reports from our twelve sampling girls, stationed at busy intersections and in front of key chain drug and department stores, reported hundreds of instances where people got off the bus and went directly to the candy counter to ask for Gardgum. Katz Drug stores, who refused to stock it initially, reported so many calls that they bought 450 boxes the second week. Scruggs-Vandervoort did likewise the third day after Gardgum spots started on KXOK-FM.

Seldom do you do an advertising campaign as satisfying as this Gardgum campaign in St. Louis. Our sales have exceeded expectations; and because of the nature of the campaign, the client has been able to trace results clearly and concisely.

I thank you for insisting that we alter our plans and use KXOK-FM, and we appreciate your splendid co-operation in the campaign.

Sincerely,
Charles H. Brown
President

KXOK FM
St. Louis

What do you buy? . . . time . . . space . . . or *RESULTS?*
You buy RESULTS . . . and you buy the medium that produces the best RESULTS.

Your ad dollars go farther—with greater results in Transit Radio. Transit Radio *sells* RESULTS at the low . . . low cost of $1.00, or less, per thousand impressions—with circulation audited—and impact only minutes before consumer purchasing. Get the full story from your nearest FORJOE rep.

Plus

Cincinnati	WKRC-FM
Washington, D. C.	WWDC-FM
Kansas City	KCMO-FM
Pittsburgh	WKJF-FM
Worcester	WGTR-FM
Trenton	WTOA-FM
Tacoma	KTNT-FM

Represented by **FORJOE NATIONAL, INC.**

NEW YORK • CHICAGO • LOS ANGELES • SAN FRANCISCO • ATLANTA

HERE'S

WLS OPERATION GROCER

HERE'S WHAT YOU GET!

1. **SPECIAL SALES:** Product featured in Special Sales conducted by each of eleven participating Food Groups . . . comprising more than 4000 grocery stores with an annual food dollar volume equal to 75% of the retail food volume done in metropolitan Chicago.

2. **SALES BULLETINS:** Product featured in Sales Bulletins from Food Group Headquarters to member stores . . . and store managers directed to give special display, promotion and selling effort to WLS-advertised products.

3. **NEWSPAPER ADVERTISING:** Product featured in Chicago newspaper advertising by the various Food Groups during the weeks of their respective promotions.

4. **SPECIAL DISPLAYS:** Product given special display treatment, with Window Banners, dump or basket displays, Circulars and other point-of-purchase material from the eleven participating Food Groups.

5. **SHELF TALKERS:** Product high-pointed with Shelf Talkers which effectively bring it to the special attention of shoppers at the psychological moment and step up sales even more.

CERTIFIED

We enjoyed an average increase of between 13% and 14% on all items advertised during the sale, advises K. Stupp of Certified Grocers of Illinois, Inc.

PROOF *that*

"OPERATION GROCER" CREATES SALES...

NATIONAL

One of the most successful sales and prestige building promotions we've experienced this year, reports E. J. Chaplicki, Chicago Branch Manager, National Tea Co.

CENTRELLA

Sales of WLS advertised products showed increases of 20% to 167% during the sale . . . and up to 50% increase since the sale, according to H. G. Jasker, Vice President, Central Grocers Cooperative, Inc.

MIDWEST

Although the general trend of retail sales, locally, was below normal, our sales rose nearly 8% due, largely, to this promotion, says Stanley M. Dunin, Merchandising Manager, Midwest Grocery Co.

PROGRESSIVE

It is with a great deal of pleasure that I am able to report an increase of 8½% in the movement of WLS advertised products during our tie-in promotion, writes J. R. Hulbert, Merchandising Manager of Progressive Food Stores, Inc.

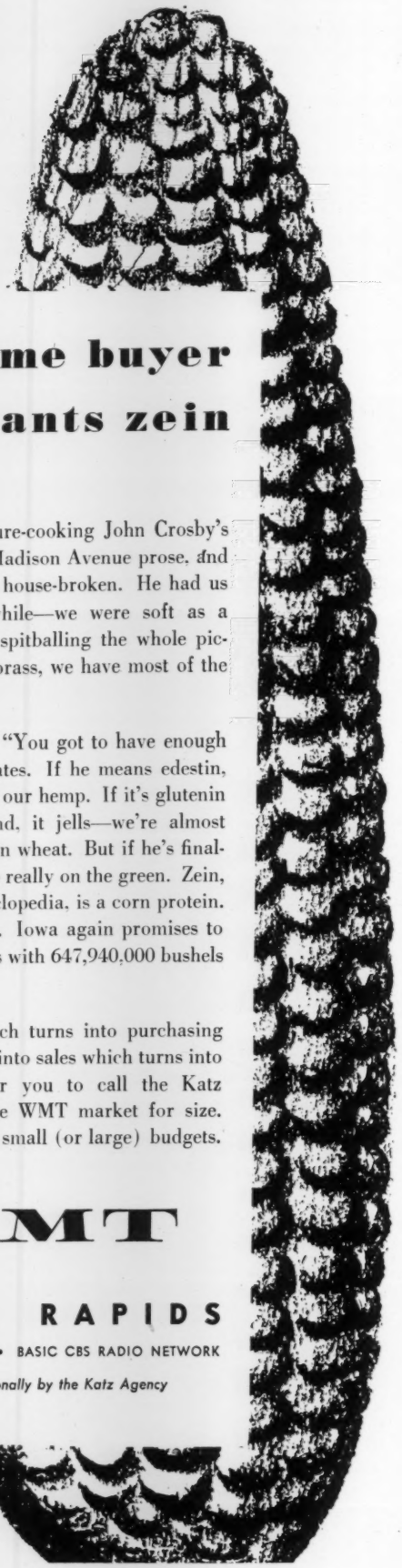
Step up the sales of *your* grocery-sold product in the great Chicago market by making it a part of the time-tested, result-proven, OPERATION GROCER Merchandising-Advertising Plan. The above are typical accomplishments . . . many report far greater sales increases from their participation in OPERATION GROCER. Your John Blair man can supply *all* the facts . . . facts you should have if you're interested in increasing *your* sales in the nation's second largest market. Write, 'phone or wire *today* for complete information!

WLS

The PRAIRIE FARMER STATION

1230 W. WASHINGTON BLVD.

CHICAGO 7



To a time buyer who wants zein

We've been pressure-cooking John Crosby's latest column on Madison Avenue prose, and just about have it house-broken. He had us downwind for awhile—we were soft as a grape—but, after spitballing the whole picture with the top brass, we have most of the egg off our face.

Except one thing. "You got to have enough protein," he indicates. If he means edestin, we're at the end of our hemp. If it's glutenin he's kicking around, it jells—we're almost up to our armpits in wheat. But if he's finalizing on zein, we're really on the green. Zein, it says in our encyclopedia, is a corn protein. Man, we have zein. Iowa again promises to fill the nation's bins with 647,940,000 bushels of corn this fall.

That's protein which turns into purchasing power which turns into sales which turns into another reason for you to call the Katz Agency and try the WMT market for size. It fits big sales and small (or large) budgets.

WMT

CEDAR RAPIDS

600 KC • 5000 WATTS • BASIC CBS RADIO NETWORK

Represented Nationally by the Katz Agency

Strictly Business

(Continued from page 18)

was appointed sales manager of the station in 1948 and of WOR-TV in 1949 and assumed his present post last September.

Mr. Mayo credits his father and three of his uncles for his sales interest. As a youngster growing up in Erie, Pa., where he was born on June 8, 1913, he often had occasion to discuss his ambition with his uncles (all highly successful salesmen) and his father, who conducted a flourishing leather goods business.

He received his early education at Phillips Academy, Andover, Mass., and matriculated at Princeton in 1932. His major in college was political science and among his outside interests he was assistant manager of the football team and a member of the Triangle Club. It was his interest in dramatics, Mr. Mayo recalls, that prompted him to strike out for a career in radio broadcasting after his formal education.

To get a jump on his contemporaries, Mr. Mayo accepted a position with the Firestone Rubber & Tire Co. sales department the summers of 1934-5.

"Strangely enough, I started with a rubber company and have wound up with a rubber company." Mr. Mayo comments wryly, referring to WOR-TV's ownership by the General Teleradio Corp., a subsidiary of the General Tire & Rubber Co. His staff also serves as representative for KHJ-TV Los Angeles, another General Teleradio property.

Respects Radio

As an executive who received his basic training in radio, Mr. Mayo expresses profound respect for radio as an advertising medium, but he sums up his attitude toward television this way:

"Television is the greatest advertising and sales medium, not only for the present but the future."

Mr. Mayo believes that an independent operation like WOR-TV keeps an executive like himself on his toes because it requires constant alertness to costs, a sharp eye for production value and an intimate knowledge of labor relations. But such problems hold no fears for Mr. Mayo, who survived four major invasions in both the European and Pacific theatres of operation during 1942-45 service as a Navy lieutenant, senior grade.

Mr. Mayo is married to the former Barbara Jacobs of Bethlehem, Pa. They live in Roslyn Estates, L. I., with their three children: John, 10; Jeff, 8 and Deborah, 4½.

He belongs to the Princeton Club of New York and the Sales Executives Club of New York and is a deacon of the Roslyn Presbyterian Church. He likes to garden and putter around the house.

Walker Tribute

FCC Chairman Paul A. Walker received a public tribute from Stephen Mitchell, Democratic National Committee chairman, when the latter spoke in Oklahoma City Oct. 16. Mr. Mitchell said he shared the pride of fellow Democrats in that state's "great contribution to the national scene." Chairman Walker was cited along with other officials of federal agencies and departments "whom the Democratic party has been sensible enough to put into positions of great responsibilty." Chairman Mitchell also praised Sen. Robert Kerr (D-Okla.) for his speeches on radio and television to promote the Democratic ticket. Sen. Kerr is part owner of KRMG Tulsa and WEEK Peoria, Ill., with WEEK-TV expected to begin operation next January.

AGENCY NAMINGS

At St. Georges & Keyes

NAMING of a new president and appointment of three new vice presidents were announced last week by St. Georges & Keyes, New York.

Maubert St. Georges, president of the advertising agency since its formation in 1939, takes over the newly-created position of chairman of the board, while Stanley J. Keyes Jr., executive vice president, becomes president and chief executive officer.

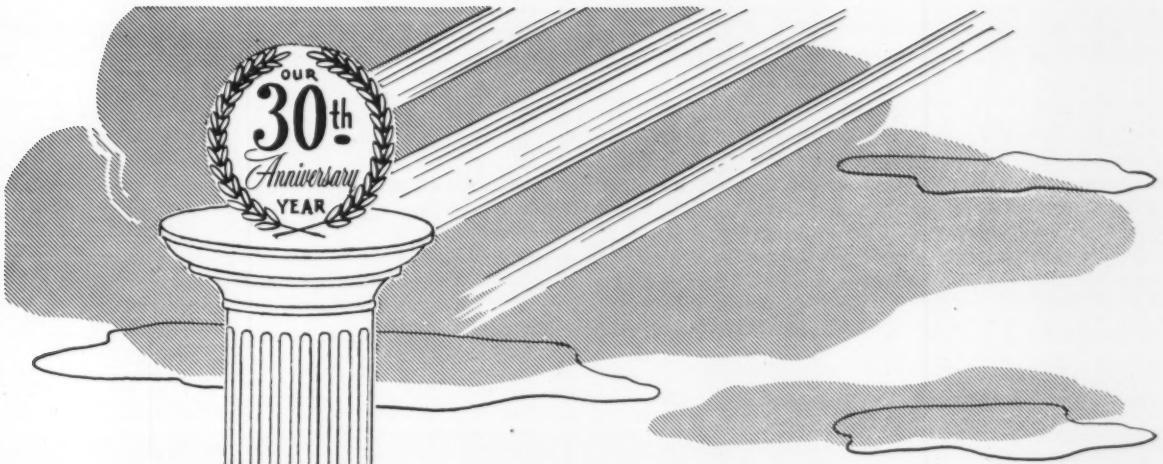
New vice presidents are: James J. Freeman, media director and account executive; S. Ward Seeley, copy chief, and John L. Fitzgerald, account executive. They also will serve on the agency's executive committee.

KNOG To Join CBS

KNOG Nogales, Ariz., 250 w independent on 1340 kc, will join CBS Radio as a bonus affiliate and member of the Arizona group, effective Nov. 2, William A. Schudt Jr., national director of station relations for the network, announced last week. The station is licensed to Old Pueblo Broadcasting Co., of which CBS Radio and TV star Gene Autry is principal owner. H. C. Tovre is president. With the addition of KNOG, CBS Radio will have 215 affiliates.

'Touchdown Tips'

SALES of *Touchdown Tips With Sam Hayes* have increased from 40% to 100% in 1952, RCA Recorded Program Services Sales reported last week. Package now reaches estimated audience of 4,050,000, spokesman said. The transcribed 13-quarter-hour series is in its 11th season.



Dedicated to Public Service

The fact that the audience comes FIRST continues to keep WREC out in front as Memphis No. 1 Station. In providing a service dedicated to public interest, WREC is proud of the engineering perfection, adequate power and prestige that work to the best interest of advertisers, too! Here are two facts that prove our point: WREC has the highest Hooper rating of any Memphis Radio station. Rates are 10.1% lower per thousand listeners than in 1946.

WREC

MEMPHIS NO. 1 STATION

REPRESENTED BY THE KATZ AGENCY • AFFILIATED WITH CBS, 600 KC, 5000 WATTS

AES AUDIO FAIR

Set in N. Y. Oct. 29-Nov. 1

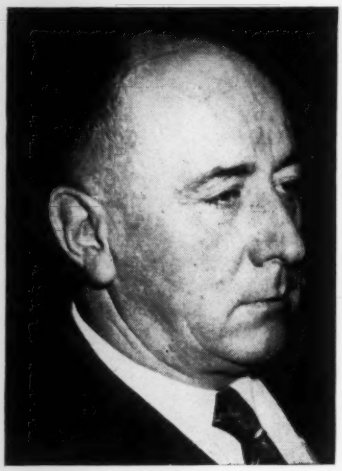
AUDIO Engineering Society's annual Audio Fair Oct. 29-Nov. 1 at New York's Hotel New Yorker will be attended by 15,000 high-fidelity hobbyists, professional audio engineers and music lovers, according to Harry N. Reizes, fair manager.

Admission is free to the fair, where purchasing agents and buyers will represent major jobbers, distributers and dealers, Mr. Reizes said, adding that more than 100 manufacturers have engaged exhibition space. The fair is held in conjunction with the annual AES convention. G. A. Briggs and Harold Leak, British audio authorities, will deliver talks, according to F. Sumner Hall, AES vice president.

Roger H. Nash

ROGER H. NASH, 44, district sales manager in Washington, D. C., for RCA Communications Inc. since 1948, died Oct. 20 while en route to work from his home in nearby Arlington, Va. Mr. Nash joined RCA Communications in New York during 1946 after serving in the Army Signal Corps in World War II. Survivors include his wife and a daughter.

1880 Harold A. Lafount 1952



HAROLD A. LAFOUNT, 72, radio consultant to Bulova Watch Co. interests and member of the former Federal Radio Commission, died Tuesday in Detroit at the home of his daughter, Mrs. George Romney.

Widely known in the broadcasting and related industries, Mr. Lafount was an important influence in the early development of radio regulation. He was appointed to the FRC in 1927 by President Coolidge when the first separate radio agency was set up in the government. He served with the Commission until it was replaced by the FCC in 1934.

As a radio commissioner he was interested in improving reception by increasing the power of large stations and reducing interference from smaller outlets. He advocated creation of citizens advisory boards to guide stations in allocating sustaining time to community interests.

As far back as 1931 he was interested in development of television service and at one time suggested program supervision to prevent abuses through objectionable advertising or programming. He was an important factor in development of federal regulations requiring equal treatment to political parties and candidates.

When FRC was abolished Mr. Lafount joined the Arde Bulova radio station interests, becoming president of Atlantic Coast Network. His official capacities included president of WCOP and WORL Boston; vice president of WNEW and WOV New York, and WNBC New Britain, Conn.

Activities included presidency of Broadcasting Service Organization, Boston, and the unaffiliates' association, National Independent Broadcasters. He was vice president of Wodaam Corp., Greater New York Broadcasting Corp. and Fifth-Forty-Sixth Corp.

During World War II Mr. Lafount was chairman of the Radio Committee, New York City War Fund, and later a member of the National Radio Committee of the National War Fund.

Harold Arundel Lafount was born in Birmingham, England, going to Salt Lake City in 1893 as a boy. He attended Utah State Agricultural College, receiving a degree in civil engineering. From 1919 to 1924 he was a bishop in the Mormon church.

Following college, Mr. Lafount helped his father in a Logan, Utah, retail hardware business, later becoming manager of Pacific Land & Water Co. in Salt Lake City.

Mr. Lafount was a Republican but publicly refuted a Republican charge in 1933 that the Roosevelt Administration was planning to censor broadcasts.

Surviving are his mother, Mrs. Robert Lafount; four daughters, Mrs. Romney, Mrs. Earl Richards, Mrs. Ruth Colby and Mrs. John Scowcroft, and a sister, Mrs. Elsie Sullivan.

Friends were asked by the family not to send flowers. Contributions will be accepted to the Harold A. Lafount Tribute Fund, 51 W. Warren St., Detroit.

the WHLI long island story

ONE STATION WHLI IN EVER GROWING LONG ISLAND

Delivers more listeners at a lower cost per 1,000 families than any network station—or all other independents combined!

YOU MUST USE WHLI . . . TO SUCCESSFULLY REACH THE $4,000,000,000 LONG ISLAND MARKET!

	SHARE OF AUDIENCE
WHLI 27.5	
"A" Network 21.8	
"B" Network 18.1	
"C" Network 14.2	
"D" Network 8.3	
All Others 10.1	

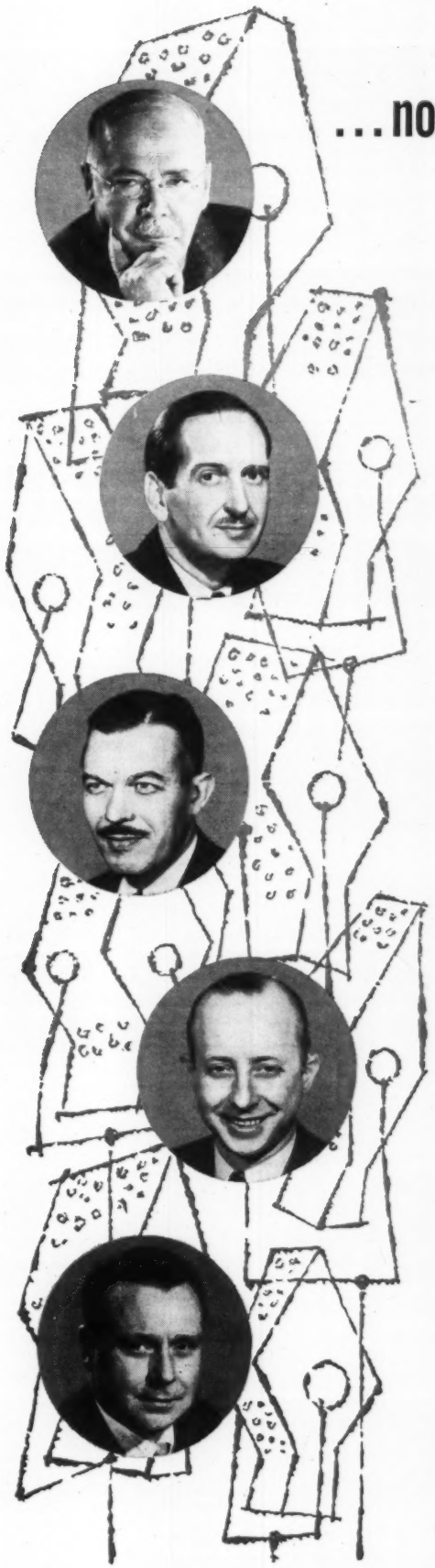
Monday thru Sunday-Daytime-Spring 1952 Conlan-Hempstead Town-Long-Island-New York

DATA SOURCES

Sales Management Survey of Buying Power, May 1952
Conlan Study of Listening Habits, Feb. 1952

WHLI AM 1100 FM 98.3
HEMPSTEAD LONG ISLAND, N. Y.
PAUL GODOFSKY, President
the voice of long island

REPRESENTED BY RAMBEAU



...now more than ever—NEWS

Radio news has *always* been a sensible advertising buy. Now it is a particularly brilliant advertising investment – especially when enhanced by the flexibility, prestige, impact and economy of these NBC CO-OP NEWS PROGRAMS.

Each is available to local and national advertisers on any one or more of the NBC affiliated stations at a minimum program cost predicated on the individual station's time rates.

H. V. KALTENBORN MON. WED. FRI. – 7:00-7:15 PM NYT – SAT. – 6:15-6:30 PM NYT. "The dean" with his informed, reasoned analysis of the news.

RICHARD HARKNESS TUES. & THURS. – 7:00-7:15 PM NYT. Expert, intelligent news reporting and interpretation.

NEWS OF THE WORLD with **MORGAN BEATTY** – MON. thru FRI. – 11:15-11:30 PM NYT. A late night roundup by one of America's most popular interpreters of the news. (Not available to Pacific Zone).

WORLD NEWS ROUNDUP with **WILLIAM SPRAGUE** – MON. thru SAT. – 8:00-8:15 AM NYT. With **BILL FITZGERALD** – SUN. 9:00-9:15 AM NYT. Early morning news, highlighting reports from 26 NBC overseas correspondents.

HOME EDITION OF THE NEWS with **MERRILL MUELLER** – MON. thru FRI. – 1:30-1:45 PM NYT. Midday news presentation designed for the daytime audience.

Among the advertisers using NBC CO-OP News programs are:

METROPOLITAN LIFE INSURANCE CO.

PETER PAUL CANDIES

SEARS ROEBUCK & CO.

SOUTH CAROLINA ELEC. & GAS CO.

STANDARD OIL OF INDIANA

THE BOSTON STORE

FIRST NATIONAL BANK OF AMARILLO, ELKHART, LEWISTON, ST. LOUIS, TAMPA

Other NBC CO-OP radio and television programs available for sale:

BILL STERN'S SPORTS REVIEW

DANGEROUS ASSIGNMENT WITH BRIAN DONLEVY

HOWDY DOODY

MEREDITH WILLSON

AMERICAN FORUM OF THE AIR (TV)

ROOTIE KAZOOTIE (TV)

WHO SAID THAT? (TV)

For further details consult your nearest NBC station or

NBC CO-OP SALES

NATIONAL BROADCASTING COMPANY

30 Rockefeller Plaza • New York 20, New York

COMPARATIVE NETWORK SHOWSHEET

EVENING

SUNDAY

	ABC	CBS	MBS	NBC
6:00 PM	Carter Products Drew Person (175)	December Bride	Libby, McNeill & Libby Nick Carter	Adventures of the Scarlet Pimpernel S
6:15	Lorillard Pgm Title TBA	"	6:25 State Farm Ins., C. Brown	"
6:30	Co-op George Sokolsky	Palmolive Soap Our Miss Brooks (195)	Official Detective	Juvenile Jury S
6:45	Field & Stream	"	"	"
7:00	Songs by Eddie Fisher S	Ameri. Tobacco Jack Benny (207) R	Affairs of Peter Salem	Meet Your Match S
7:15	The Three Suns S	"	"	"
7:30	Time Capsule S	Rexall Drug Amos 'n' Andy (193)	Little Symphonies	Aldrich Family
7:45	"	"	"	"
8:00	American Music Hall S	Richard Hudnut Charlie McCarthy Show (202) R	Hawaii Calls	RCA, Phil Harris & Alice Faye (180)
8:15	"	"	"	"
8:30	Marlene Dietrich Cafe Istanbul S	Philip Morris Playh. on Bwy. (194)	Enchanted Hour	US Steel Co Theatre Guild on the Air (187)
8:45	"	"	"	"
9:00	Gruen Walter Winchell (325)	Hall Brothers Hallmark Playhouse (190)	Opera Concert	"
9:15	Lorillard Pgm Title TBA	"	"	"
9:30	Melody Highway S	Escape	Sterling John J. Anthony Hour	Chesterfield-L&M Dragnet (171) R
9:45	Alistair Cooke S	"	"	"
10:00	Burton Dixie Corp., Paul Harvey (118)	10-10:05 Ford R. Trout (112)	Oklahoma City Symphony	Barrie Craig Confidential Investigator OT
10:15	Gloria Parker Show S	10:05-30 L'gines-Wittnauer Choraliers (157) R	"	"
10:30	William Tusher Show S	UN Report	"	Meet the Press
10:45	Looking Into Space S	Thinking Out Loud	"	"
11:00	News S	News	News	News from NBC
11:15 PM	Coast Guard Show S	Eddie Fisher Show	The Political Picture	Clifton Utley

MONDAY

	ABC	CBS	MBS	NBC
6:00 PM	Not in Service Mon-Fri 6-7 p.m.	Metro. Life Ins. Allan Jackson (29)	Repeat of Kid Strips	No network service S
6:15	"	You and the World S	"	Bill Stern's Sports Review (MM)
6:30	"	No Service	"	No Network Service
6:45	"	P&G-Ivory Lowell Thomas (107) R	"	Sun Oil Co. 3-Star Extra (34)
7:00	Co-op Headline Edition	P&G-Oxydol, Dreft, Beulah (127)	Co-op Fulton Lewis jr. (349)	Pure Oil Co. News Time (34)
7:15	Co-op Elmer Davis	P&G-Tide Jack Smith (143)	Dinner Date S	No Network Service
7:30	Gen. Mills, Lone Ranger (153) (See Footnote)	Campbell Soup Club 15 (164)	Beltone Gabriel Heatter	Miles Labs News of World (166)
7:45	TBA (S) 7:55-8	Am. Oil-Hamm. Ed. R. Murrow (101)	Co-op (7:45-7:55) Mutual Newsree	Miles Labs 1 Man's Family (166) Rp
8:00	General Motors Henry Taylor (159)	Electric Auto-Lite Suspense (188)	Co-op Woman of the Year	AA of RR's Railroad Hour (192)
8:15	I Covered The Story S	"	"	"
8:30	Chicago Signature S	Lever-Lipton Godfrey Talent Scouts (168) R	(Co-op) Crime Does Not Pay	Firestone Voice of Firestone (152)
8:45	"	"	"	"
9:00	Jazz Beat S	Lever Brothers Lux Radio Theatre (181)	Co-op Reporters Roundup	Bell Telephone Telephone Hour (185) R
9:15	"	"	"	"
9:30	Frank & Jackson S	"	Co-op Off and On The Record	Cities Service Band of America (113) N
9:45	"	"	"	"
10:00	Gulf Oil John Daly News (310)	R. J. Reynolds Bob Hawk Show (179)	A. F. of L. Frank Edwards (157)	M. Willson's Music Room S
10:15	Dream Harbor S	"	TBA	"
10:30	Time for Defense S (see footnote)	R. Trout (10:30-35) Ford (103)	Co-op I Love A Mystery	Swayze Citizen Views the News
10:45	"	TBA	Dance Orchestra	Al Goodman's Orchestra 10:35-11
11:00	The Playboys S	News	Co-op Baukhage Talking	No Network Service
11:15 PM	Sports Report S	Dance Orchestra	U.N. Highlights	News of the World Morgan Beatty

TUESDAY

	ABC	CBS	MBS	NBC
6:00 PM	Not in Service	Metro. Life Ins. Allan Jackson (29)	Repeat of Kid Strips	No network service
6:15	"	You and the World S	"	Bill Stern's Sports Review (MM)
6:30	"	No Service	"	No Network Service
6:45	"	P&G-Ivory Lowell Thomas (107) R	"	Sun Oil Co. 3-Star Extra (34)
7:00	Co-op Headline Edition	P&G-Oxydol, Dreft, Beulah (127)	Fulton Lewis jr. (349)	Pure Oil Co. News Time (34)
7:15	Co-op Elmer Davis	P&G-Tide Jack Smith (143)	Co-op Hazel Markel	No Network Service
7:30	General Mills Silver Eagle (137)	Mindy Carson	Credit Union Nat'l Assn. Heatter	Miles Labs. News of World (168)
7:45	TBA (S) 7:55-8	Am. Oil-Hamm. Ed. R. Murrow (101)	Co-op Mutual Newsree (7:45-7:55)	Miles Labs 1 Man's Family (166) Rp
8:00	Michael Shayne S	Mars Inc. People Are Funny (181)	Co-op Black Museum	duPont Co. Cavalcade of America (166)
8:15	"	"	"	"
8:30	Paul Whiteman Teen Club S	Hale, Palmolive Mr & Mrs North (183) R	(Co-op) Story of Doctor Kildare	Red Skelton * OT
8:45	"	"	"	"
9:00	Co-op Town Meeting	Wrigley Life with Luigi (187)	Search That Never Ends	L&M Chesterfield Martin & Lewis (188)
9:15	"	"	"	"
9:30	"	R. J. Reynolds My Friend Irma (181)	Co-op Off and On The Record	Reynolds Metals Fibber McGee & Molly (180)
9:45	Chr. S. Publ. Co. Irwin D. Canham (20)	"	"	"
10:00	Gulf Oil John Daly News (310)	C-P-P, L.Parsons 10-10:05 (182)	A. F. of L. Frank Edwards (27)	P. Lorillard Two for the Money (190)
10:15	Dream Harbor S	CBS-Columbia Doris Day 10:05-10:30 (71)	Falstaff Thompson & His Valley Boys	"
10:30	The Embers (See Footnote)	Ford, R. Trout 10:30-35 (104)	Co-op I Love A Mystery	Swayze Citizen Views the News
10:45	"	TBA 10:35-11	Bands For Bonds	Miller Brewing First Nighter(118) 10:35-11
11:00	The Playboys S	News	Co-op Baukhage Talking	"
11:15 PM	Sports Report S	Dance Orchestra	U.N. Highlights	News of the World Morgan Beatty

WEDN

	ABC	CBS
6:00 PM	Not in Service	Metro. Life Ins. Allan Jackson (129)
6:15	"	You and the World S
6:30	"	No Service
6:45	"	P&G-Ivory Lowell Thomas (107) R
7:00	Co-op Headline Edition	P&G-Oxydol, Dreft, Beulah (127) R
7:15	Co-op Elmer Davis	P&G-Tide Jack Smith (143) R
7:30	Gen. Mills, Lone Ranger (153) (See Footnote)	Campbell Soup Club 15 (164)
7:45	TBA (S) 7:55-8	Am. Oil-Hamm. Ed. R. Murrow (101)
8:00	Sterling Mystery Theatre (325)	Amer. Chicle FBI in Peace & War (199)
8:15	"	"
8:30	Life Begins At 80 S	Chesebrough Dr. Christian (183) R
8:45	"	"
9:00	Co-op Mr. President	The Lineup
9:15	"	"
9:30	Co-op Crossfire	Philip Morris What's My Line (192)
9:45	"	"
10:00	Gulf Oil John Daly News (310)	Pabst Blue Ribbon Boxing Bouts (200)
10:15	Dream Harbor S	"
10:30	Latin Quarter Orchestra S (see footnote)	"
10:45	"	Dance Orchestra
11:00	The Playboys S	News
11:15 PM	Sports Report S	Dance Orchestra

DAY

SUNDAY

	ABC	CBS	MBS	NBC
9:00 AM	Milton Cross OperaAlbum S	Trinity Choir	Elder Michaux Happiness Hour	Co-op World News Lockwood Doty
9:15	"	News S	"	We Hold These Truths
9:30	Prophecy, Inc., Voice of Prophecy (99)	E. Power Biggs	Christian Rel. Church Back to God	Carnival of Books
9:45	"	"	"	Faith In Action
10:00	Message of Israel S	Church of Air S	Radio Bible Class (311)	National Radio Pulpit S
10:15	"	"	"	"
10:30	Negro College Choirs S	"	Voice of Prophecy (327)	Dr. Peale Art of Living S
10:45	"	"	"	News Highlights S
11:00	Fine Arts Quartet S	Salt Lake City Tabernacle	Dawn Bible Frank & Ernest	Faultless Starch Time (59) Spl.
11:15	"	"	Dixie Four Quartet	Viewpoint USA
11:30	The Christian In Action S	Invitation to Learning* S	Northwestern U. Review S	U.N. Is My Beat S
11:45	"	"	"	The Living Word
12:00 N	News S	The Asia Story	College Choirs	Sammy Kaye's Sunday Serenade
12:15 PM	Brunch Time S	"	"	"
12:30	Co-op Piano Playhouse	Howard K. Smith	Bill Cunningham Co-op	The Eternal Light S
12:45	"	Bill Costello News	Co-op Merry Mailman	"
1:00	Churches of Christ Herald of Truth (198)	String Serenade	Vandevanter & The News S	Youth Wants to Know
1:15	"	"	Wm. Hillman	"

MONDAY - FRIDAY

	ABC	CBS	MBS	NBC
9:00 AM	O-Cedar Corp. Breakfast Club (M-F-W) (290)	Co-op News	Co-op Robt. Hurleigh	No Network Service
9:15	Swift & Co. Breakfast Club (290) R	No Service	Co-op Cliff's Family	"
9:30	"	"	"	General Foods Bob Hope Starts Nov. 10
9:45	Philco Corp Breakfast Club (289)	Co-op In Town Today	"	P&G Brighter Day (189)
10:00	Sterling Drug My True Story (212)	Toni-Fr. Sardine Godfrey (186) R	Co-op Cecil Brown (92)	P&G, Welcome Travelers (150)
10:15	"	Frigidaire-Owens-Corning Godfrey (191) R	Mutual Music Box	"
10:30	General Mills Whispering Streets (224)	Lever Bros. Arthur Godfrey (182) R	Co-op Take a Number	Campbell Double or Nothing (147)
10:45	Seeman Bros When A Girl Marries (Tu-Th) (201)	Pillsbury Arthur Godfrey (191) R	"	"
11:00	Live Like A Millionaire S	National Biscuit Arthur Godfrey (193) R	Sterling Ladies Fair 11-11:25	C-P-P Strike It Rich (179)
11:15	"	Liggett & Myers Arthur Godfrey (200) R	"	"
11:30	Bristol-Myers (MWF) ½ hr Break the Bank	Contnl. Baking Grand Slam (52)	Queen For a Day 11:30-45 Tu & Th Quaker	C-P-P Bob & Ray (183)
11:45	Toni & Seeman (Tu-Th) ½ hr	P&G Ivory Snow Rosemary (142)	M-F 11:45-12 P. Lorillard	Armour Dial Dave Garroway (186)
12:00 N	Prudential (See Footnote) The Jack Berch Show (256)	General Foods Wendy Warren (155)	Miles Labs Curt Massey Time	No Network Service
12:15 PM	Valentine S	Lever Bros. Aunt Jenny (144)	Johnson & Son News (12:15-12:25)	"
12:30	General Mills The Bill Ring Show (174)	Whitehall Helen Trent (178)	Headline News	"
12:45	Net in Service	Whitehall Our Gal Sunday (188)	Faith In Our Time	"
1:00	Co-op Paul Harvey	P&G Ivory Big Sister (151)	Co-op Cedric Foster	"
1:15	Co-op Ted Malone	P&G Oxydol Ma Perkins (160)	Music By Willard	"

SATURDAY

	ABC	CBS	MBS	NBC
9:00 AM	Co-op No School Today	Co-op News	No Network Service	Skelly Oil This Farming Business (30)
9:15	"	No Service	"	
9:30	"	"	"	Mind Your Manners
9:45	"	Garden Gate Milner, Robt. Q Lewis (184)	"	"
10:00	"	US Rubber (31) Flake (48) Galen Drake	Miscellaneous Program S	Archie Andrews S
10:15	"	Super Noodle Show I J Grass (60)	"	"
10:30	Ralston Space Patrol (294)	Brown Shoe Smilin Ed McConnell (144)	Bruce MacFarlane	Pet Milk Mary Lee Taylor (144)
10:45	"	"	Helen Hall	"
11:00	Junior Junction S	Cream of Wheat Let's Pretend *(157)	Coast Guard Cadets on Parade	My Secret Story
11:15	"	"	"	"
11:30	Eddie Fisher Show S	Cannon Mills Give & Take (152)	Farm Conference	Hollywood Love Story S
11:45	"	"	"	"
12:00 N	101 Ranch Boys S	Armstrong Cork Theatre of Today (188)	Quaker Man on the Farm	Arthur Barrianlt News from Washington
12:15 PM	"	"	"	Public Affairs S
12:30	American Farmer S	Carnation, Stars Over Hollywood (175)	5th Army Band	Coffee in Washington
12:45	"	"	"	"
1:00	Navy Hour S	Toni Fun For All (186)	Dance Orch	Allis-Chalmers Natl. Farm & Home Hour (188)
1:15	"	"	"	"

SATURDAY

	ABC
1:30 PM	National Vespers S
1:45	"
2:00	Pan American Union S
2:15	"
2:30	Lone Pine & His Mountaineers S
2:45	"
3:00	Marines In Review S
3:15	"
3:30	Dr. Billy Graham Hour of Decision (229)
3:45	"
4:00	Gospel Bestg. Co. Old-Fashioned Revival Hr. (242)
4:15	"
4:30	"
4:45	"
5:00	This Week Around The World S
5:15	"
5:30	Goodyear Greatest Story (323)
5:45 PM	"

BROADCASTING

XUM

TUESDAY MBS	TUESDAY NBC	THURSDAY ABC	THURSDAY CBS	THURSDAY MBS	THURSDAY NBC	FRIDAY ABC	FRIDAY CBS	FRIDAY MBS	FRIDAY NBC	SATURDAY ABC	SATURDAY CBS	SATURDAY MBS	SATURDAY NBC	
Repeat of Kid Strips	No network service	Not in Service	Metro. Life Ins. Allan Jackson (29)	Repeat of Kid Strips	No network Service	Not in Service	Metro. Life Ins. Allan Jackson (29)	Repeat of Kid Strips	No network service	Una Mae Carlisle S	Morton Salt Visiting Time (7)	Smiley Whitley Show	News from NBC with George Hicks	6:00 PM
"	Bill Stern's Sports Review (MM)	"	You and the World S	"	Bill Stern's Sports Review (MM)	"	You and the World S	"	Bill Stern's Sports Review (MM)	Faith For the Future S	UN on the Record	"	H. V. Kaltenborn MM	6:15
"	No Network Service	"	No Service	"	No Network Service	"	No Service	"	No Network Service	Co-op Bob Finnegan Sports	John Derr Scoreboard	Preston Sellers	NBC Symphony Orchestra	6:30
"	Sun Oil Co. 3-Star Extra (34)	"	P&G–Ivory Lowell Thomas (107) R	"	Sun Oil Co. 3-Star Extra (34)	"	P&G–Ivory Lowell Thomas (107) R	"	Sun Oil Co. 3-Star Extra (34)	Labor-Management S	Larry LeSeuer News	"	"	6:45
Fulton Lewis jr. (349)	Pure Oil Co. News Time (34)	Co-op Headline Edition	P&G–Oxydol, Dreft, Beulah (127)	Fulton Lewis jr. (349)	Pure Oil Co. News Time (34)	Co-op Headline Edition	P&G–Oxydol, Dreft, Beulah (127)	Fulton Lewis jr. (349)	Pure Oil Co. News Time (34)	"	Broadway Is My Beat	Co-op Al Heifer	"	7:00
Co-op Men's Corner	No Network Service	Co-op Elmer Davis	P&G–Tide Jack Smith (143)	Co-op Rukeyser Reports	No Network Service	Co-op Elmer Davis	P&G–Tide Jack Smith (143)	Dinner Date	No Network Service	Women In Uniform S	"	Report From The Pentagon	"	7:15
Noxzema Gabriel Heatter	Miles Labs News of World (168)	General Mills Silver Eagle (137)	Mindy Carson	Deepfreeze Appliance Gabriel Heatter	Miles Labs News of World (168)	Gen. Mills, Lone Ranger (153) (See Footnote)	Campbell Soup Club 15 (184)	Murine Co. Gabriel Heatter	Miles Labs News of World (168)	Dinner At The Green Room S	R. J. Reynolds Vaughn Monroe (177)	Down You Go (7:30-7:55)	TBA	7:30
Co-op 7:45-7:55 Mutual Newsreel	Miles Labs 1 Man's Family (166) Rp	TBA (S) 7:55-8	Am. Oil-Hamm. Ed. R. Murrow (101)	Co-op 7:45-7:55 Mutual Newsreel	Miles Labs 1 Man's Family (166) Rp	TBA (S) 7:55-8	Am. Oil-Hamm. Ed. R. Murrow (101)	Co-op 7:45-7:55 Mutual Newsreel	Miles Labs 1 Man's Family (166) Rp	"	"	State Farm Auto Ins. Co. C. Brown	"	7:45
Co-op MGM Musical Comedy Theatre	R. J. Reynolds Walk A Mile (179)	Defense Attorney S	American Chicle Meet Millie (199)	Co-op Modern Adv. of Casanova	General Foods Roy Rogers (162)	The Top Guy S	Amer. Chicle Mr. Keen (199)	Co-op Adv. of Maisie	Amer Tobacco Co Hit Parade (191)	Dancing Party S	Wrigley Gene Autry (180) R	Wildroot 20 Questions	Inside Bob & Ray	8:00
"	"	"	"	"	News 8:25	"	"	"	"	"	"	20 Questions S	"	8:15
"	Kraft Gildersleeve (160)	Newsstand Theatre S	Junior Miss	(Co-op) The Hardy Family	General Foods Father Knows Best (160)	Equitable Life This Is Your FBI (230) R	Gunsmoke	(Co-op) Gracie Fields Show	Music by Mantovani S	"	GF-Post Cereal Tarzan (150) R	(Co-op) MGM Theatre of the Air	Dude Ranch Jamboree	8:30
"	"	"	"	"	"	"	"	"	"	"	"	"	"	8:45
Family Theatre	DeSoto Plymouth Dealers, You Bet Your Life (191)	Escape with Me S	Andrew Jergens Hollywood Playhouse (110)	TBA	Pet Milk Truth or Consequences (166)	Adventures of Ozzie & Harriet Lambert & Hotpoint (325) (alt. sponsors)	Mr. Chameleon	Great Day Show	Best Plays	"	General Foods Grapenuts Gangbusters (150) R	"	Pee Wee King S	9:00
"	"	"	"	"	"	"	"	"	"	"	"	"	"	9:15
Co-op Off and On The Record	Amer. Cig. & Cig. Big Story (191)	News As It Happened S	Gen. Elect. Bing Crosby (196)	Co-op Off and On The Record	Eddie Cantor Show S	Electric Cos. Meet Carliss Archer (325)	Horatio Hornblower	Co-op Off and On The Record	"	"	Steve Allen	Lombardoland U.S.A. S	R. J. Reynolds Grand Ole Opry (178)	9:30
"	"	I Covered The Story S	"	"	"	"	"	"	"	"	"	"	"	9:45
A. F. of L. Frank Edwards (157)	Jason & the Golden Fleece	Gulf Oil John Daly News (310)	(10-10:05) R. Trout (168) General Foods	A. F. of L. Frank Edwards (27)	Judy Canova (OT) *	Gillette Cavalcade of Sports (325)	(10-10:05) R Trout Ford (111)	A. F. of L. Frank Edwards (157)	Hy Gardner Calling	Saturday at Shamrock S	"	Chicago Theatre of the Air S	Reuben, Reuben	10:00
TBA	"	Three Suns S	10:05-30 TBA	Falstaff Thompson & His Valley Boys	"	"	Capitol Cloakrm.	Falstaff Thompson & His Valley Boys	Words in the Night	"	"	"	"	10:15
Co-op I Love A Mystery	Swayze Citizen Views the News	The Embers (See Footnote)	TBA	Co-op I Love A Mystery	Swayze Citizen Views the News	"	Dance Orchestra	Co-op I Love A Mystery	Swayze Citizen Views the News	TBA	TBA	"	Locke Stove Co. Duke of Paducah L-P 11-15	10:30
Dance Orchestra	Dangerous Assignment *M-M, 10:35-11	"	"	Dance Orchestra	TBA	Gulf Oil John Daly (310) (See Footnote)	"	Dance Orchestra	Radio City Previews 10:35-10:45 Pro and Con	"	"	"	"	10:45
Co-op Baukhage Talking	No Network Service	The Playboys S	News	Co-op Baukhage Talking	"	The Playboys S	News	Co-op Baukhage Talking	No Network Service	News S	News	News	News from NBC	11:00
U.N. Highlights	News of the World Morgan Beatty	Sports Report S	Dance Orchestra	U.N. Highlights	News of the World Morgan Beatty	Sports Report S	Dance Orchestra	U.N. Highlights	News of the World Morgan Beatty	Buddy Weed Trio S	Dance Orchestra	Dance Orchestra	Alex Dreier News	11:15 PM

TIME

SUNDAY CBS	SUNDAY MBS	SUNDAY NBC	MONDAY - FRIDAY ABC	MONDAY - FRIDAY CBS	MONDAY - FRIDAY MBS	MONDAY - FRIDAY NBC	SATURDAY ABC	SATURDAY CBS	SATURDAY MBS	SATURDAY NBC
Syncopation Piece	Lutheran Hour (Lutheran)	U. of Chicago Roundtable	Not In Service	P&G Crisco Dr. Malone (155)	Luncheon with Lopez	Co-op News Merrill Mueller S	Vincent Lopez Show S	Carter City Hospital (155)	Sports Parade	The Downhomers
"	"	"	"	P&G Duz Guiding Light (156)	"	Wesson Oil Dr. Paul (61)	"	"	"	"
Longines-Wittnauer Symphonette (155)	Bandstand USA	The Catholic Hour	Co-op M. M. McBride	GF Swan-Cal. Mrs. Burton (139)	Say It With Music	Jane Pickens Show	Football Game of the Week S	Hormel & Co. Music with H. Girls (121)	5 min preceding game—Barbasol Lineup	Football Games 2-5 Approx
"	"	"	"	P&G Tide Perry Mason (160)	2:25 Johnson & Son, News	Every Day MM	"	"	"	"
Willys-Overland Motors Inc New York Philharmonic Symphony (194)	US Military Academy Band	American Forum of the Air	Tennessee Ernie S	Toni, Seeman Nora Drake (172)	Amana-M-W-F 547), Pequot-Tu &Th, Paula Stone	Every Day S	"	CBS Football Roundup	"	"
"	"	"	"	P&G Ivory Fl. Brighter Day (151)	TBA	H. Bishop (190) Inside News from Hollywood 2:55	"	"	"	"
"	Top Tunes with Trendler	Elmo Roper	"	Miles Labs Hilltop House (146) R	Co-op John B. Gambling Club	P&G Life-Beautiful (170)	"	"	"	"
"	"	Sunday News Desk	"	Pillsbury House Party (180) R*	"	P&G Road of Life (193)	"	"	"	"
"	Crime Fighters	Mutual Ben. H&A On the Line w Considine (183)	"	Lever, Kellogg Houseparty * (172) R	"	P&G Pepper Young (166)	"	"	"	"
"	"	Critic at Large	"	Cedric Adams See Footnote	"	P&G Right to Happiness (163)	"	"	"	"
Riggio-King Size America Calling (39)	Under Arrest	The Chase S	General Mills Cal Tinney (224)	General Foods Grady Cole (47)	M-F 4-4:30 Co-op Jack Kirkwood M-F 4:30-5	P&G Backstage Wife (175)	"	"	"	"
"	"	"	"	MTW Chicagoan ThF St. Louis Matinee	Lucky U Ranch	Sterling Drug Stella Dallas (151)	"	"	"	"
Quiz Kids	Seabrook Farms Private Files of Matthew Bell	U. S. Tobacco Martin Kane (183)	"	Treasury Bandstand	M–Bobby Benson 5-5:15 Sustaining 5:15-5:30 Kraft	Sterling Drug Young Widder Brown (151)	"	"	5 min following game—Barbasol Scoreboard	"
"	4:55 Vick News	"	Jack Owens Show S	"	"	Manhtn. Soap Woman in My House (181)	"	"	"	"
Kingan Arthur Godfrey Roundtable (192)	Wildroot (sponsors 15 min. only) The Shadow	American Bakers Assoc. Hollywood Playhouse (190)	Co-op Big Jon & Sparkie	4:55-5 News	"	Whitehall Just Plain Bill (143)	Roseland Ballroom Orch. S	"	Dunn On Discs	Musicana
"	"	"	Fun Factory S	5-5:45 p.m. No Service	W&F Orange-Crush Green Hornet	Whitehall Front Page Farrell (138)	"	"	"	"
Admiral Robt. Trout *(192)	Williamson & Motorola (alt. wks.)	Gulf Oil Co. Counterspy (135)	"	"	5:30-5:55 M-W-F Kellogg	Hazel Bishop Lorenza Jones MWF (181)	"	Saturday at the Chase	"	R. J. Reynolds Camel Football Scoreboard (156)
"	True Detective Mysteries	"	(See Footnote)	Miles Labs Curt Massey Time (148) R	Wild Bill Hickok Tu&Th Derby Sky King	Ex-Lax Inc. Doctor's Wife (172)	Club Aluminum Club Time (29)	"	5:55-Johnson & Son News	TBA

Program, number of stations; S sustaining; R rebroadcast West Coast; TBA to be announced RP repeat performance. Time EST.

ABC—8:55-9 a.m., M-F, Stokely-Van Camp, The John Conte Show (293).
8:40-8:45 a.m., 2:30-2:35 p.m., 4:25-4:30 p.m., M-F, Time for Betty Crocker, Gen. Mills (319).
5:55-6 p.m., M-F, Finnegan's Sports Show (8).
5:45-5:55 p.m., M-F, World Flight Reporter.
7:30-8 p.m., M-W-F, Amer. Bakeries (southeast), Lone Ranger.
10:30-10:35 p.m., M-F, Philco Corp., Edwin C. Hill and the Human Side of the News (310)

CBS—8:30-9:15 a.m., Sun., General Foods, Sunday Morning Gatherin' (107).
8:30-8:45 a.m., M-F, Pillsbury, Jack Hunt (40).
10:00-10:15 a.m., Sat., Flako Prods. Galen Drake.
11:00-11:05 a.m., Sat., Campana Sales, Bill Shadel (187).
1:55-2 p.m., Sat., Gen. Foods, G. Drake (153).
3:30-3:45 p.m., Tu. & F., Kellogg Co., House Party.
3:45-3:50 p.m., M-F, Kellogg, C. Smith (145).
4:00-4:05 p.m. M-F, Toni Co. It Happens Every day (157).
5:53-6:00 p.m. Sun., Best Foods, Larry LeSueur (184).
9:25-9:30 p.m., Sat., General Foods, Sanka Salutes (155) R.
10-10:05 p.m., Tu., Colgate-Palmolive-Peet, Louella Parsons (183).
11:30-11:35 a.m., Sun., Bill Shadel (8)
*3:15-30 p.m., M-Thur., Pillbury Mills, House Party (167)
3:15-3:30 p.m., Fri., Green Giant, House Party (170).
3:50-4 p.m., M-F., Quaker Oats, Aunt Jemima, Home Folks (115).

ON A SUNDAY AFTERNOON
String Serenade, 2:30-3 p.m.
Galaxy of Hits, 3:00-3:45 p.m.
Main Street, Music Hall, 3:45-4 p.m.
Band of the Day, 4-4:30 p.m.

MBS—Titus Moody Speaking—7:55-8:00 p.m. M-W-F—Sustaining. T & Th—Wildroot Co.
8:55-9 a.m., M-F, Gabriel Heatter-VCA Labs.
11:25-11:30 a.m., M-Sat., Johnson & Son. News
12:25-12:30 p.m., M-F, Carl Smith-Kellogg Co.
5:55-6:00 p.m., M-F, Cecil Brown-S. C. Johnson.
9-9:05 p.m., M-F, Johns-Manville, Bill Henry.

NBC—8-8:15 a.m., Skelly Oil, M-F, News (28); 8:15-8:30 a.m., M-F, Serutan Co., "Victor Lindlahr", 190 stations.
8:30-9:00 a.m., Sat., Howdy-Doody.
* MM—"Minute Man" Programs.
* OT Operation Tandem—Emerson Drug.

BROADCASTING
The Newsweekly of Radio and Television
TELECASTING
October 27, 1952

XUM

How are you reaching October's 240,000 new customers?

That's right—240,000 new U.S. customers who may never have heard of your product! 240,000 more customers than there were in September.. college students, brides and grooms, craftsmen and farmers and executives!

We didn't invent the figure. It derives directly from Census Bureau statistics. And it proves once more that you must keep telling your advertising story over and over.

There isn't any short-cut. But there is a way to get the longest mileage from your advertising dollar. That's *radio*. And in six of the nation's biggest market-areas.. Boston, Springfield, Philadelphia, Pittsburgh, Fort Wayne, and Portland, Oregon .. you'll find powerful and popular Westinghouse stations to help reach both new and old customers at consistently low cost.

158,029,409
U.S. DEPT. OF COMMERCE · BUREAU OF THE CENSUS
CHANGE IN POPULATION
ONE
O BIRTH EVERY 9 SEC.
O DEATH EVERY 21 SEC.
O IMMIGRANT EVERY 2 MIN.
O EMIGRANT EVERY 17 MIN.
NET GAIN - 1 EVERY 13 SEC.

On the day this magazine was published, U.S. population totaled 158,029,409 — according to the "electric scoreboard" in the Department of Commerce.

WESTINGHOUSE RADIO STATIONS Inc

KDKA · KYW · KEX · WBZ · WBZA · WOWO · WBZ-TV

National Representatives, Free & Peters, except for WBZ-TV; for WBZ-TV, NBC Spot Sales

1887 Francis P. Matthews 1952

FUNERAL services were conducted last week for Francis P. Matthews, 65, broadcaster and high public official, who died Oct. 18.

Mr. Matthews, Ambassador to Ireland and former Secretary of the Navy, died following a heart attack while on a visit to his home in Omaha from his post in Dublin.

At one time, Mr. Matthews held a 25% interest in KODY North Platte, Neb., and WOW-AM-TV Omaha. He was president of WOW Inc. until its sale in August 1951 to Meredith Publishing Co. [B•T, Aug. 13, 1951]. In addition, Mr. Matthews had been a member of the Federal Communications Bar Assn.

Born March 15, 1887, and reared in Albion, Neb., Mr. Matthews rose to become one of Nebraska's proudest sons. Until President Truman asked him to come to Washington as Secretary of the Navy in May 1949, Mr. Matthews had for the two previous decades directed most civic activity in Omaha. Trusteeships he held included that of Boys Town.

Mr. Matthews, as Secretary of the Navy, presided over the Navy's incorporation into the overall unification of armed forces. In the battle over unification, Adm. Louis E. Denfield, Chief of Naval Operations, was replaced because he disagreed with the Secretary on unification.

Another instance when Mr. Matthews attracted international attention was when, during a speech at Boston in August 1950, he advocated a preventive war to insure lasting peace. The following day this stand was repudiated by both the White House and the State Dept.

Among honors which came to Mr. Matthews was his being made a Secret Papal Chamberlain with Cape and Sword, one of the highest honors a Catholic layman can obtain.

About a year ago, President Truman named him Ambassador to Ireland. Mr. Matthews was in this country for a three weeks vacation when the fatal heart attack occurred.

President Truman learned of Mr. Matthews' death while in Connecticut aboard his "whistle stop" train. He issued the following statement:

"I am deeply grieved to learn of the death of Francis P. Matthews, United States Ambassador to Ireland. He served his country well, not only in his important post at Dublin, but also as Secretary of the Navy. He was a great American, my good friend, and an able public servant."

Survivors are his wife, the former Mary Claire Hughes, whom he wed in 1914; five daughters and a son.

SPOT BARRAGE

In Get-Out-Vote Plans

PRE-ELECTION radio and TV barrage will be conducted as NARTB winds up its campaign to break registration records and bring out the vote on Election Day. The public service drive is conducted by NARTB in cooperation with American Heritage Foundation.

Reports of record registration continue to reach AHF headquarters in New York, with radio and TV getting a predominant share of the credit for a more than 15% increase [B•T, Oct. 13].

The last-minute drive will be directed to the vote-stimulating phase. John F. Patt, WGAR Cleveland, national chairman of the NARTB election committee, has asked broadcasters and telecasters to help local election officials prepare for the increased traffic at the polls by giving voting machine and ballot-marking instructions and announcing polling places and hours.

The last fortnight of the campaign will include 10 spots a day for 11 days on 3,090 radio and TV stations, or a total of 118½ solid 24-hour days of time contributed. This total does not include the many hours of time devoted to the drive by radio and TV networks, nor special interviews and programs contributed at the community level.

Because of the growing use of voting machines, TV stations have been asked to demonstrate their operation. Where ballots are used stations will show how to vote. AHF has asked all stations to contact governors and mayors, suggesting services that can be provided on behalf of election officers.

NBS Report

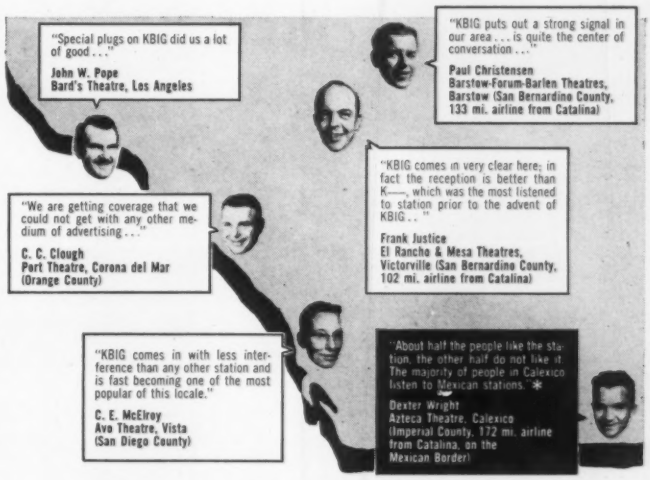
ENGINEERING and scientific inquiries conducted by the National Bureau of Standards during fiscal 1951 are summarized in a new booklet, *Annual Report 1951*, published by the bureau this month. Included in NBS research and development projects are radio propagation, electronics, missiles and other subjects. Report (No. 204) contains 105 pages and 28 illustrations, and is available for 50 cents from the Government Printing Office, Washington 25, D. C.

TWO articles by Russell E. Offhaus, general manager, WMFS Chattanooga, appear in the October issue of *Author & Journalist*. Articles deal with selling the nation's Negro market.

DARN!

Only half the people in Calexico like KBIG! *

Does KBIG sell *all* of Southern California? You judge, from these comments of theatre managers all over the Southland. They were asked their opinion of KBIG by Western Amusement Company, which sponsors a 10-minute "Movietime" program daily on KBIG:


"Special plugs on KBIG did us a lot of good..."
John W. Pope
Bard's Theatre, Los Angeles
"KBIG puts out a strong signal in our area... is quite the center of conversation..."
Paul Christensen
Barstow-Forum-Barlen Theatres, Barstow (San Bernardino County, 133 mi. airline from Catalina)
"KBIG comes in very clear here; in fact the reception is better than K——, which was the most listened to station prior to the advent of KBIG..."
Frank Justice
El Rancho & Mesa Theatres, Victorville (San Bernardino County, 102 mi. airline from Catalina)
"We are getting coverage that we could not get with any other medium of advertising..."
C. C. Clough
Port Theatre, Corona del Mar (Orange County)
"KBIG comes in with less interference than any other station and is fast becoming one of the most popular of this locale."
C. E. McElroy
Avo Theatre, Vista (San Diego County)
"About half the people like the station, the other half do not like it. The majority of people in Calexico listen to Mexican stations. *"
Dexter Wright
Azteca Theatre, Calexico (Imperial County, 172 mi. airline from Catalina, on the Mexican Border)

BOX OFFICES DON'T LIE

Take the tip of men who know. Beaming from Catalina to the entire mainland is the new, inexpensive, productive way to focus your advertising on the $7,600,000,000 South California market. And KBIG coverage and listenership are accomplished facts.

Already 107 advertisers have gotten the KBIG Idea. So act. Nail down your K-BIG Moments now by calling Meeker or us.

10,000 WATTS
740 KILOCYCLES

KBIG GIANT ECONOMY PACKAGE OF SOUTHERN CALIFORNIA RADIO

STUDIOS IN AVALON AND HOLLYWOOD

John Poole Broadcasting Company

BUSINESS OFFICE: 6540 SUNSET BLVD.
HOLLYWOOD 28, CALIFORNIA

* Just might be because so many people speak only Spanish in these border towns!

REPRESENTED BY ROBERT MEEKER & ASSOCIATES, INC.

I LIKE AMERICA

STAR-SPANGLED EXCITEMENT!...

SPONSORED IN OVER 500 MARKETS IN JUST 90 DAYS!

THE MOST AMAZING RECORD OF SALES IN THE HISTORY OF RADIO!

BANKS like these are grabbing "Freedom, U. S. A."!

- FIRST AMERICAN STATE BANK, Wausau, Wisc. — WSAU
- PERPETUAL BLDG. ASSOCIATION, Washington, D. C. — WTOP
- CROCKER FIRST NATIONAL BANK, San Francisco, Calif. — KGO
- PLANTERS NATIONAL BANK & TRUST, Rocky Mount, N. C. — WFMA
- RHINELANDER BLDG. & LOAN ASSOC., Rhinelander, Wisc. — WOBT
- FIRST NATIONAL BANK, Odessa, Texas — KOSA
- FIRST NATIONAL BANK OF LEWISTON, Lewiston, Pa. — WMRF
- BUDGET FINANCE CO., Las Vegas, Nevada — KLAS
- FIRST CITIZENS BANK & TRUST CO., Fayetteville, N. C. — WFNC
- CITY NATIONAL BANK OF CENTRALIA, Centralia, Ill. — WCNT
- AMARILLO NATIONAL BANK, Amarillo Texas
- MIDLAND NATIONAL BANK, Midland, Texas — KCRS
- FIRST NATIONAL BANK OF THE BLACK HILLS, Rapid City, S. D. — KOTA
- MOUNTAIN NATIONAL BANK OF CLIFTON FORGE, Clifton Forge, Va. — WCFV
- SOUTHERN ARIZONA BANK & TRUST CO., Tucson, Ariz. — KCNA
- FIDELITY NATIONAL BANK, Twin Falls, Idaho — KTFI
- FIRST NATIONAL BANK, Missoula, Mont. — KGVO

BAKERIES like these are presenting "Freedom, U. S. A."!

- HOME BAKERY, Laramie, Wyoming — KOWB
- MULLER-GROCERS BAKING CO., Saginaw and Bay City, Mich. — WSAM
- SUPREME BAKING CO., Des Moines, Iowa — KIOA
- HONEYCRUST BREAD, Somerset, Ky. — WSFC

BREWERIES like these are signing up "Freedom, U.S.A."!

- GREAT FALLS BREWERIES, INC., Great Falls, Mont. — KFBB
- VALLEY DISTRIBUTING CO. FOR GREAT FALLS, Livingston, Mont. — KPRK
- FLATHEAD DISTRIBUTING CO. FOR GREAT FALLS, Kalispell, Mont. — KGEZ
- FRED KOCH BREWERY, INC., Dunkirk, N. Y. — WFCB
- GEORGE F. PFALMER CO., Colorado Springs, Colorado — KRDO

XUM

Tyrone Power

STARRING IN

"Freedom, U.S.A."

FEATURING EDWIN C. HILL WITH THE DAVID ROSE ORCHESTRA, JIMMY WALLINGTON, AND AN ALL-STAR SUPPORTING CAST!

SPONSORS GET RESULTS BECAUSE ZIV MAKES THINGS HAPPEN!

Ziv doesn't just sell you the show and leave you to promote it the best way you can. Ziv provides brilliantly planned, elaborately produced, dynamic selling tools to assure you of tremendous listener response!

FREE! **THE GREATEST PROMOTION EVER BUILT AROUND ANY RADIO PROGRAM!**

Just look at the attention-getting, audience-arresting promotional materials shown in this ad . . . . . all are salesmen-in-waiting . . . ready to go to work for you when you sponsor the most timely and important radio program on the air today!

FREDERIC W. ZIV COMPANY

Radio Productions

1529 MADISON ROAD • CINCINNATI 6, OHIO

NEW YORK HOLLYWOOD

XUM

editorial

Judicial Notice

ONE MUST assume that the members of the FCC have read with interest the articles published by the *Wall Street Journal* containing enlightening, if not entirely complimentary, biographical notes on Ralph Stolkin, the 34-year-old millionaire who in recent months has become a tycoon of movies, radio and TV.

Only last August the FCC approved the purchase of KOIN Portland and KJR Seattle by two companies in which Mr. Stolkin has substantial stock interests. Eventually it will be called on to consider television applications filed by those companies and another TV application for Springfield, Ill., filed by WMAY Inc., in which Mr. Stolkin has a 10% capital stock holding. He also has a minority interest in KXOB Stockton, Calif., likewise a TV applicant.

In deciding whether an applicant is entitled to be granted a broadcast license, the FCC is obliged to examine not only the financial capacities of the petitioner but also the quality of its general character.

In all these companies Mr. Stolkin is associated with reputable and respected broadcasters. Whether his presence enhances the character of the licensees is something the FCC will have to determine.

Landslide (By Proxy)

UNLESS all present indications are proved wrong, unprecedented swarms of Americans will rouse themselves from the political apathy that has overcome them in past elections and will go to the polls Nov. 4.

One of the principal stimuli to voter interest has been the massive "Get Out the Vote" campaign conducted under the general guidance of the American Heritage Foundation. The evidence is incontrovertible that radio and television have done the best and biggest job of all media in the campaign.

As reported here a fortnight ago, Thomas D'Arcy Brophy, chairman of the board of Kenyon & Eckhardt and president of the foundation, calls the campaign "history's greatest citizen action program" and says that "a major share of the credit for its success should go to the NARTB and to radio and television as a whole."

The foundation and the NARTB have been too busy planning and executing the last, and perhaps most difficult, phase of the campaign—persuading people who have registered to make the effort to go out and vote—to make a national survey of registration. Though details are lacking, it appears that registration for this election exceeds that in 1948 by 15 to 20%.

That means a lot of millions of Americans have been motivated to do something they haven't done before. There is a lesson here that cannot be ignored. If radio and television can exert such extraordinary influence in moving people to perform an action which, however important as an obligation of citizenship, is not one that brings direct, personal gain, they certainly have the capacity to move people to action which is of more immediate and personal meaning.

American broadcasters undertook and have vigorously carried out this "greatest citizen action program" for no other purposes than to satisfy their own sense of good citizenship. In doing so, however, they have unintentionally created for themselves a devastatingly convincing sales talk for the commercial effectiveness of their media.

No other advertising vehicles have come within miles of matching the performance of radio and television in this campaign, though all have supported it to the full extent of their individual resources.

Here is a perfect test case in which all media have made a special effort to get the same message across. Of all of them, radio and television have transmitted the message most influentially to the most people.

The campaign was not conceived as a commercial proving ground, and as far as we know no one participating in it has thought of it as such. The comparison in media effectiveness is an incidental by-product of the campaign. But the by-product should not be forgotten.

In Meetings Assembled

THE 1952 cycle of NARTB district meetings is over. From August in Cleveland until last week in Boston, 17 two-day sessions spanning the nation were held. They served a most useful purpose. Over-all attendance broke all records. Iron-Man Hal Fellows, NARTB president, made about as many speeches campaigning for better broadcasting as GOP and Democratic Presidential candidates have made campaigning for themselves.

But it should be pointed out that during 1952 broadcasters also broke all records as the most *meetingest* group of professionals extant. There were, in addition to the NARTB sessions, the meetings of state associations (38 of them now); clinics of BMI, AP and BAB; meetings of the American Women in Radio & Television; meetings of affiliates of networks, college institutes, engineering seminars, conclaves, pow-pows, and meetings to organize other meetings.

All told, meetings have averaged about one a day, excluding Saturdays, Sundays and legal holidays.

Now we do not decry or view with alarm. There's no better way to keep informed than to meet the people in the know. NARTB's job is to know things about this business of broadcasting-telecasting, and this administration seems to know them on all fronts better than any of its worthy predecessors. It has more members and more of a budget with which to tell the members what it knows.

Our point is that there are just too darn many meetings of too many groups at different places and different times. Aside from the dollars spent and the man-hours dissipated, there's the matter of sheer physical stamina. Perhaps that's the reason the number of top men attending the sessions diminishes year by year.

It would seem to us that the job could be done by tying in the subsidiary sessions with the main-tent district meetings. For example, the state associations could hold their sessions at the district meeting site a day ahead. The BMI and the BAB sessions, although these organizations are entirely separate and apart from NARTB, could be integrated in the NARTB programs. (Sidebar: It would bring to the NARTB scene non-members who would be available for "contact".)

Through such a consolidation (and through elimination of many of the institutes and clinics under educational auspices) broadcasters would have time to attend other meetings. We have in mind the sessions of the American Assn. of Advertising Agencies, the Assn. of National Advertisers and the Advertising Federation of America meetings. There they would get the viewpoints of their customers and their competitors. They would not be eternally talking to themselves.

our respects to:

RAYMOND FITZHUGH HERNDON JR.

TEXAS' claim that it has everything it needs right within its borders is backed to some degree by the career history of Raymond Fitzhugh Herndon Jr., who reached success in his own hometown by becoming manager of KTRH Houston.

Born in Houston 43 years ago this Wednesday the son of a successful physican, Mr. Herndon attended Houston public schools and was graduated from Rice Institute there in 1932.

The doctor's son decided early what he was going to be—a singer. As a singer, with music his main interest in life, Mr. Herndon belonged to a number of choral groups. As a singer he entered radio.

Mr. Herndon's interest in the radio medium was whetted by his new job. From singing it was only a step to announcing; from announcing only a step to selling; from selling only a step to radio administrative positions—to complete his climb. All these took place during his radio career.

These facts speak pretty well as proof that Mr. Herndon landed in the right business. He is a member of CBS Affiliates Steering Committee and of the Texas Assn. of Broadcasters' board of directors. He is membership chairman of NARTB District 13. He is a member of the Houston Chamber of Commerce publicity committee, the Houston Ad Club and the Houston Variety Club board of directors.

Mr. Herndon arrived at KTRH in October 1947 as commercial manager. He was promoted to assistant manager the next fall and was made manager in 1950, assuming fulltime administration of the 50-kw Houston CBS outlet.

"Radio," says Mr. Herndon, "has been a vital part of the American way of life since the early twenties. It has been so dominant in establishing our present standards of living that it now has become a part of our basic economy and will remain that way in the foreseeable future."

The KTRH manager feels that today radio's future is as bright as ever; that introduction of television into American homes will stimulate listener interest and affirmative results toward radio's growth and popularity.

KTRH, according to officials of the Houston Chronicle Publishing Co., which owns the station, has prospered under Mr. Herndon's leadership, and is an applicant for television in Texas' largest city.

Well known and well liked throughout the broadcast industry, the singer-turned-broad-

(Continued on page 58)

Maybe We're Blushing, But We're Mighty Proud

Yes, we at Station WNBQ (that's NBC Television in Chicago) have thought for a long, long time now that we have been doing a good job in holding our position as the number one television station in our area.

Continual leadership in programs and audience and advertiser acceptance gave us good reason to think this. It's a natural result from always meeting each assignment from listener or sponsor as though it were the most important matter in the world.

However, it remained for a client to put our aims into words. Note this excerpt from a letter from Mr. Roderick Mitchell, radio-TV director of the Chicago office of N. W. Ayer & Son, Inc.:

"When you buy a show you expect to get a good show. After all, you're paying good money for it—you have the right to expect the best. But the same money does not give you the right to feel entitled to the wholehearted cooperation and friendly interest of all the members of the staff of the station involved. This *must be freely given—and if it exists at all, it is born of that thing which is akin to artistry—a determination to do one's best.*

"Last Saturday we got what we expected from WNBQ—a fine broadcast of the Little League Area finals. But beyond this, we received a cooperation and an interest in the success of the show that matched ours."

• Are you taking advantage of this extra interest in your success?

NBC TV

REPRESENTED BY NBC SPOT SALES

WNBQ CHANNEL 5

speaking of platforms . . .

Cutting Transcription Costs—

is our **BIG** plank

VOTE for the SESAC Transcribed Library and you'll elect the service that will do the **whole job** for as little as **$45 a month** (based on advertising rates).

And there's much more than economy in this candidate's platform. You can count on music for round-the clock programming. You get over 4,200 varied selections — plus script shows, double-barrelled sales aids, program notes, and 1,200 bridges, moods and themes.

It's easy to see why the SESAC Transcribed Library is the broadcasters' choice. Drop us a card for samples, discs and data.

SESAC TRANSCRIBED LIBRARY

SESAC Inc. 475 Fifth Avenue, New York 17

front office

WILLIAM C. WHITLOCK appointed general manager of KCLO Leavenworth, Kan., and coordinator of national sales for Mid-West Broadcasting System.

B. GEORGE BARBER Jr., commercial manager, WCOG Greensboro, N. C., promoted to station manager, succeeding **HENRY SULLIVAN**, who moves to WGTM Wilson, in same capacity.

Mr. Barber

WILLIAM FEILD, Dallas, Tex., radio and public relations man, to KEVT Kerrville, Tex., as manager, replacing **DEAN TURNER**, who has resigned.

ROBERT WOOD, station relations staff, CBS-TV New York, promoted to assistant director of CBS Television Station Relations. **JOHN M. BOYLAN**, station relations department, ABC-TV, and **EDWARD SCOVILL**, station relations at CBS Radio, appointed staff representatives in CBS-TV's station relations.

BILL HUNEFELD to sales staff, KSFO San Francisco, after discharge from Naval Air Force, replacing **DOUG MINER** who has been recalled by U. S. Navy.

BILL ENDICOTT, KBRC Mt. Vernon, Wash., to KCRE Crescent City, Calif., as assistant manager.

JETER C. PRITCHARD, WNAV Annapolis, Md., to WFBR Baltimore on sales staff. **DON SPATZ**, continuity director at latter station, promoted to assistant to **ROBERT S. MASLIN Jr.**, vice president in charge of promotion.

P. R. RANSOM to KSIB Creston, Iowa, as sales manager after discharge from Marine Corps.

GLEN McDANIEL, former president of Radio-Television Mfrs. Assn., to law firm of Lundgren, Lincoln & Peterson, 63 Wall Street, N. Y., as member. Firm name has changed to **LUNDGREN, LINCOLN, PETERSON & McDANIEL.**

RICHARD M. FANNING, commercial manager, KSON San Diego, opens station representative office at 3757 Wilshire Blvd., L. A. Telephone is Dunkirk 2-2301.

MARJORIE BOYLE, executive secretary, WOR New York, to station's sales staff as assistant to **WILLIAM CRAWFORD**, sales manager.

PETER MUSTAKI, account executive, WQAM Miami, Fla., to KOTV (TV) Tulsa, Okla., in same capacity.

Personals . . .

FARRIS E. RAHALL, president of WNAR Norristown, Pa., vice president, WWNR Beckley, W. Va., and WKAP Allentown, Pa., flying to Brazil to study TV operations in that country. . . . **JOHN D. GALE**, Southern California manager, Paul H. Raymer Co., station representative, elected to Hollywood Ad Club board of directors.

LINCOLN W. MILLER, assistant to the president, KIRO Seattle, re-elected president of Washington State Press Club.

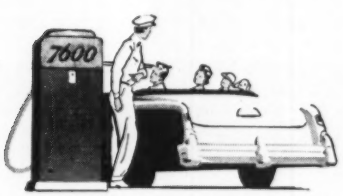
E. M. ROBERTS Jr. vice president, KXOK St. Louis, elected 2d vice president of city's Advertising Club. . . . **ROBERT R. TINCHER**, vice president and general manager, WNAX Yankton-Sioux City, S. D., elected to membership on U. of South Dakota development commission. . . . **DONALD L. CHAPIN**, assistant general manager, WKRC-TV Cincinnati, and **JOAN MARILYN GAMBLE**, TV performer, were married Oct. 10. . . . **MIKE MEEHAN**, salesman for WISN Milwaukee, and Bette Crownhart have announced their marriage. . . . **FRED RABELL**, president-general manager, KSON San Diego, and **DOROTHY JOHNSON**, vice president-assistant general manager, same station, were married Oct. 8. . . . **FRED STUBBINS**, Los Angeles representative, KSDO San Diego, father of girl, Catherine Louise, Oct. 11. . . . **JAMES WEMPLE**, account executive, KNBH (TV) Hollywood, father of girl, Oct. 15.

HOW THE PROFIT SYSTEM BENEFITS YOU

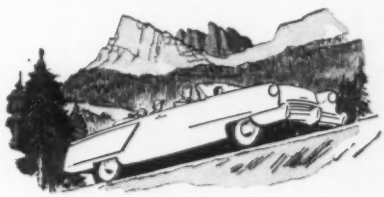
1. Shortly after the end of World War II we brought out a brand new super gasoline called 7600—a high octane aviation fuel adapted to automobile operating conditions. The performance of 7600 was so superior to anything the average motorist had experienced that it was months before we could supply our stations with enough to satisfy the demand.

2. Today 7600 is still the top-quality gasoline in the West by a comfortable margin. For its quality has steadily improved from year to year. But in one way 7600 has been a rather embarrassing success—for we haven't always been able to keep pace with the demand for it.

3. In order to keep up with this demand we were faced with doing one of two things: (1) reduce the quality of 7600 so that we could make more of it, or (2) undertake a program to increase our output of high octane super quality gasoline.



4. It didn't take us long to decide on the desireability of increasing our facilities for making 7600—although the program represents an investment of many millions of dollars. For we reasoned that by maintaining the quality of 7600 we would get enough additional business to make a *profit* out of our investment.



5. This profit incentive is the driving force behind our whole *competitive* economic system. *It has given the American people the best products, in the greatest abundance, at the lowest cost in the world.* That's why any attempt to tax away this *profit incentive* is bound to lower the standard of living of every American.

MANUFACTURERS OF ROYAL TRITON THE AMAZING PURPLE MOTOR OIL!

Available at leading car dealers throughout the nation

UNION OIL COMPANY OF CALIFORNIA
INCORPORATED IN CALIFORNIA, OCTOBER 17, 1890

This series, sponsored by the people of Union Oil Company, is dedicated to a discussion of how and why American business functions. We hope you'll feel free to send in any suggestions or criticisms you have to offer. Write: The President, Union Oil Company, Union Oil Building, Los Angeles 17, Calif.

Advertisement

From where I sit *by* Joe Marsh

Left Ham Sandwich 40¢

Ambled over to Bob's Restaurant Tuesday for lunch and noticed a new sign "Left Ham Sandwich, 40¢ . . . Right Ham Sandwich, 30¢."

"Why the sign, Bob?" I asked. "Don't tell me you believe the old story that hogs scratch more with their right leg than with their left—so's the left ham is more tender?"

"No," he says. "I don't take any stock in it. But, some people *have* ordered those 'left' sandwiches. When I explain to them that there's nothing to that fable, that the sign is just a business-getter, and I've only *one* price, they enjoy an old fashioned, plain ham sandwich all the more!"

From where I sit, stories like "right" hams being tougher than "left" ones are with us because some people get ideas into their head and hang onto them for dear life. It's like those who think an adult like myself hasn't the right to a glass of beer with my supper. I say let's keep our opinions free from being "sandwiched-in" by misinformation.

Joe Marsh

Copyright, 1952, United States Brewers Foundation

Faith in Radio Cited at Dist. 1

(Continued from page 32)

a program reaches, the area it covers, and its cost in relation to other stations in the market. All other things being equal, he said, "I'm personally inclined to favor a station which cooperates in making listener surveys with other stations in its market, and which subscribes to Standard Audience Measurement of the Nielsen Coverage Service."

Mary McKenna, group supervisor of timebuying, Benton & Bowles, called for more surveys—not those measuring radio homes, the traditional yardstick — but surveys measuring radio listening in terms of kinds of listeners: men, women and children.

She drew attention to the recent American Research Bureau survey showing listening by rooms in the home, with the 27.2% in the kitchen for radio-only homes shifting to 50% in that room in radio-television homes. Referring also to Dr. Forest Whan's survey in New England indicating a high percentage of two-set simultaneous listening all day, she said that these show the new pattern of radio listening in a TV market, but don't constitute enough data to continue to insure acceptance by clients of radio's continued position of influence in such markets.

"That is," she continued, "so long as stations continue to accept and subscribe to local listening studies which measure the unrealistic unit of the so-called radio *home* listening." Stressing the need for a united objective by all radio stations in a market, Miss McKenna emphasized that "in days when the basic advertising value of radio stations is being seriously questioned, a pooling of resources for responsible research to conclusively prove the continued effectiveness of radio should be the goal of all stations."

Another selling job which stations should undertake in group action, she suggested, is to sell distributors and retailers of drug and grocery products on radio's effectiveness as compared to other media.

Package Rates

Discussing package rates, Miss McKenna said she believes rate structures should be competitive but that such rates should be a matter of open record available to all advertisers on an equal basis.

Lewis H. Avery, head of Avery-Knodel, station representatives, compared factors regarded important in timebuying ten years ago with today. "There is idolatrous worship of cost-per-thousand, and much of the information used is based on questionable facts and figures," he said.

Harold E. Fellows, NARTB president, warned that stations are now operating under the threat of a Federal "big stick." Future developments, he said, might include controls limiting radio and TV in broadcasting of public events and a new standing Congressional committee to investigate radio and TV. The solution to the many problems facing broadcasters, he asserted, is joint industry action.

Mr. Fellows spoke at a luncheon meeting held in conjunction with the Radio Executives Club of New England. Presiding was Rudolph Bruce, club president and advertising manager of New England Coke Co.

Reporting on the nation's first commercial uhf station, KPTV (TV) Portland, Ore., John Taylor, advertising manager of RCA's Engineering Products Dept., said that in the station's total trading area, with a population of 739,400, the number capable of receiving a good picture was 649,100 or 88%. Breaking down the figures, he said that in the city, with a population of 383,700, the number getting a good picture could be estimated at 364,500 or 95%, while outside the city, with population figures of 355,700, a good picture would be received by 284,600 or 80%.

Portland's Uhf Findings

In a slide presentation of "The Portland Story," Mr. Taylor described how measurements were reached and pointed out some of the findings thus far, based on studies of the country's first uhf commercial venture.

The KPTV transmitter, he said, was set up on a ridge one and a half miles from the center of town, with its antenna about 1,000 ft. above average terrain.

To measure performance, the following factors were included: finding out how far the signal goes; determining how much signal is needed for good reception; locating areas of poor or no reception; drawing a map showing relation of actual coverage to population and shadow areas.

An RCA Service Co. portable truck was rigged up with a low antenna and one which could be extended to 70 ft. Traveling along the roads, signal strength was observed and was found to correspond with the FCC predicted curve of F (50.50).

Measuring field intensity in dealer stores and other places where there were TV sets, it was found that two mv per meter were needed to get a snow-free picture. This was slightly higher than the Commission's 1.6 mv per meter.

Following comparison of uhf coverage of 88% in Portland as against an estimated 94% vhf, Mr. Taylor posed the question, "Can results in Portland be used to predict coverage in other cities?" Answering with a "Yes, but," he observed that factors to consider were antenna height, terrain, distribution of population and signal strength, and a low uhf channel. These were all favorable in Portland, he declared.

"This new 'Scotch' Brand 7-inch professional reel cuts machine maintenance costs!"

Extra-large hub gives new "Scotch" Brand reel exclusive advantages

✓ **LOWER ROTATIONAL SPEED** produced by new larger hub means less vibration, decreased machine wear. Recording equipment stays on the job longer with fewer stops for repairs and adjustments. The new 2¾" hub gives this 7" reel approximately the same ratio of outside diameter to hub diameter as the standard NARTB 10½" metal reel. Rewind speed is actually 10% faster than the ordinary 7" reel despite the slower rotating speed.

✓ **CUTS TIMING ERRORS 50%!** By reducing tension changes as tape is spooled off, this new reel reduces timing errors to a minimum.

✓ **REDUCES PITCH CHANGES!** Using this new reel, you can splice recordings of long musical programs with far greater stability of pitch.

SEE YOUR DISTRIBUTOR FOR A SUPPLY OF "SCOTCH" BRAND 7" PROFESSIONAL REELS AND NEW DRY LUBRICATED TAPE!

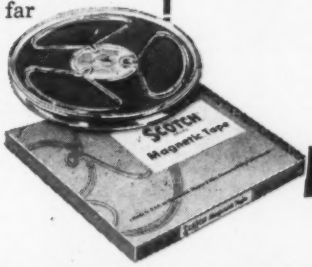
Tape on new reel is improved 4 ways!

1 **"DRY LUBRICATING"** process gives you a tape that practically eliminates sticking, squealing and cupping . . . a completely dependable tape that turns in a flawless performance in extremes of heat and humidity.

2 **100% SPLICE-FREE!** Tape supplied on the new "Scotch" Brand 7" professional reel is guaranteed to be completely free of splices.

3 **THINNER CONSTRUCTION** allows a full 1200 feet of tape to be wound on the new reel despite its larger hub. Magnetic properties of this new tape are identical with "Scotch" Brand #111-A, the industry's standard of quality.

4 **GUARANTEED UNIFORMITY!** Output variation of tape wound on the new reel is guaranteed to be less than plus or minus ¼ db at 1000 cps within the reel, and less than plus or minus ½ db from reel to reel.

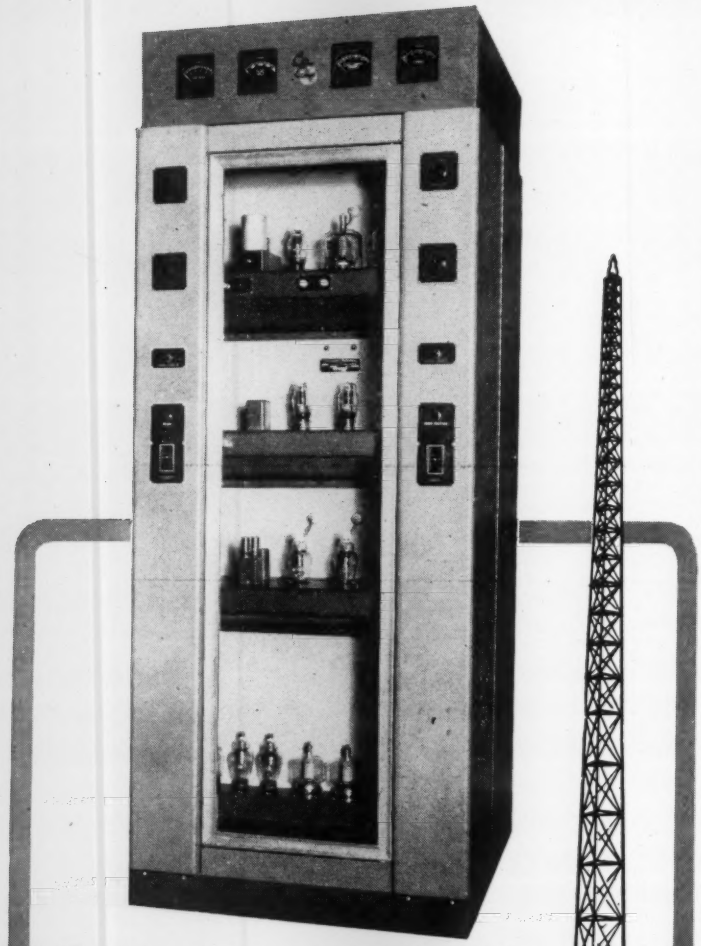


REG. U.S. PAT. OFF.

SCOTCH BRAND **MAGNETIC TAPE**

3M COMPANY

The term "SCOTCH" and the plaid design are registered trademarks for Sound Recording Tape made in U.S.A. by MINNESOTA MINING & MFG. CO., St. Paul 6, Minn.—also makers of "Scotch" Brand Pressure-sensitive Tapes, "Underseal" Rubberized Coating, "Scotchlite" Reflective Sheeting, "Safety-Walk" Non-slip Surfacing, "3M" Abrasives, "3M" Adhesives. General Export: 122 E. 42nd St., New York 17, N. Y. In Canada: London, Ont., Can.



Excitingly new and different!

The *Continental* Type 312
250 WATT AM TRANSMITTER

Here's a refreshingly original transmitter engineered to bring top performance with utmost ease of adjustment. RMS distortion values in the order of 1% over the entire audio range are obtainable. The electrical design is simple and straight forward. Only two tuning controls are required. Modern, Transview cabinet styling affords maximum accessibility, shielding, and circulation of cooling air.

Distributed by GRAYBAR ELECTRIC COMPANY
IN OVER 100 PRINCIPAL CITIES

Continental Electronics
MANUFACTURING COMPANY
4212 S. Buckner Blvd. Dallas 10, Texas

PERLMAN ELECTED
AFA Dist. 5 Governor

MEMBERS of the Fifth District of the Advertising Federation of America elected Ellis S. Perlman, director of public relations, Coleman Todd & Assoc., Mansfield, Ohio, to the post of governor at the organization's annual business meeting Oct. 18 in Columbus.

Others elected were:

William T. Owens, public relations director, Girdler Corp., Louisville, and retiring governor, chairman of district's board of directors; Martin W. Schryver, Crystal Laundry and Dry Cleaning Co., Dayton, first lieutenant governor; Samuel Rouda, The Kroger Co., Cincinnati, second lieutenant governor; Roger C. Fleming, director of advertising and public relations, Allison Div., General Motors Corp., Indianapolis, third lieutenant governor; Virginia M. Hood, BBDO, Cleveland, fourth lieutenant governor; G. Patricia Wagner, space buyer, Doe-Anderson Agency, Louisville, secretary; Melvin E. Tharp, *Columbus Dispatch*, treasurer.

More than 300 advertising people and club members from Ohio, Indiana and Kentucky attended the meeting, which was held in conjunction with the ninth annual conference sponsored by Ohio State U.

Sports Charges

WESTERN UNION football and hockey "full-description" service to radio and TV stations may cost more in some sections of the country this season, less in other areas depending on component cost in each instance. FCC last week granted the common carrier permission to amend its tariffs on not less than one day's notice in certain respects. The football tariff becomes effective Nov. 7, FCC reported, while the hockey tariff runs until April 15. Component costs for each subscriber differ, it was explained, since they include variables such as telephone line charges and operator wages. On overall basis, costs this year are no more than before, Western Union said.

GULF, Colorado & Santa Fe Railway Co., has completed installation of a Philco multi-channel microwave communications relay system between Galveston and Beaumont, Tex., according to James D. McLean, general sales manager of Philco's government and industrial division.

WORTH KRAMER (c), general manager-vice president, WJR Detroit, receives two citations at the same time for outstanding service to veterans' groups. L to r are Merton Tice, national junior commander, Veterans of Foreign Wars; Mr. Kramer, and Jasper Kohn, Michigan VFW commander.

Our Respects To

(Continued from page 52)

caster is married and the father of three teen-agers, two boys, 17 and 15, and a girl, 13. His love for music and choral singing still are reflected in his hobbies.

Mr. Herndon's personal plans for the future are essentially the same as those of many another broadcaster: "To remain in broadcasting —radio and television—as long as they will let me."

RETAILER MEET
Being Planned in Chicago

HOW to make radio pay and how to use TV at moderate cost are problems which low-budget retailers will pose at the First Retail Advertising Conference now being planned in Chicago.

Conference, slated for between January and March, is being set up by Budd Gore, former advertising manager of Marshall Field & Co. who opened his own agency—public relations—consulting firm in September, and Ralph Heineman, co-director. Believed to be the first of its kind, the conference will be open to retailers nationally, to resource and media people and manufacturers.

HERE'S PROOF...
SEE OUR DOUBLE PAGE SPREAD IN THIS ISSUE
WLS CHICAGO 7
Clear Channel Home of the National Barn Dance

HOW DOES THE POWER GET INTO THE BOMB?

Uranium itself isn't enough. Preparing it for the bomb's A-power takes vast quantities of *electric* power. So do the planes, tanks and other huge Defense production jobs. On top of this, homes, farms and businesses are using twice as much electricity as before World War II. Will the electric companies develop enough power? The answer is YES!

As much electric power as Detroit uses will be needed by one A-bomb factory now nearing completion. Another new A-bomb project will use twice that much. Electric light and power companies are now building a giant power plant for one of these, and are ready to build a plant for the other – faster than the federal government could – *and without a cent of your taxes!*

New plants double U. S. power. The map pinpoints the new electric power plants and plant additions built by the nation's electric companies just since World War II. They give each American *twice* as much electricity as he had then. In spite of this, the people pushing for socialized electricity still talk "power shortages" as an excuse for getting government deeper into the electric business.

A-bomb test at Frenchman's Flat, Nevada

← **Battlefield in the struggle against socialism.** On the Niagara River, five local electric companies are ready to build a big new plant to develop additional electric power. But the job is being held up by those who want government to build the plant – even though that would cost Americans $350 million in taxes. Similar delays hold up new power at Hell's Canyon, Idaho, Roanoke Rapids, N. C., and Kings River, Calif. – wasting time, money and power. America's electric companies can provide this power – without one cent of tax money – *and without the threat of government monopoly or socialism!*

These facts are heartening proof that the experience and sound business management of the country's hundreds of electric companies are ready and able to meet the nation's biggest power needs. America's ELECTRIC LIGHT AND POWER COMPANIES*.

*Names on request from this magazine

• "MEET CORLISS ARCHER"—ABC—Fridays—9:30 P. M., Eastern Time.

MULTI-RADIO OWNERSHIP

Found in 'Household' Survey

PERCENTAGE of *Household* magazine subscribers who own two radio sets more than doubles the number who own only one set, and the figure for those who own three sets is almost twice that of those who own a single set, the magazine reported last week after a sample survey of its readers.

Household's third annual survey showed 98.3% of its subscribers owned radios, with 16.0% having one, 32.8% two, 30.6% three, 12.4% four and 6.5% five or more. The study polled every 400th subscriber of the magazine's 2,100,000 circulation.

Of radios, 97.1% had radios in the home, while 59.0% had an auto radio. The survey listed 27.2% of the subscribers as owning television sets.

Canadian Gagwriters

PLANS were underway last week to organize chapters of the National Assn. of Gagwriters in both Toronto and in Montreal. Hank Karpus, Canadian comedy writer, was chosen to organize the Toronto chapter; Jaques Gauthier, radio and television gagwriter and production executive of Quebec Province, was selected to set up the Montreal branch.

air-casters

RUSS COUGHLAN, program director, KROW Oakland, named supervisor of television programming for Sackett Enterprises, applying for TV stations in Oakland, Vancouver and Coos Bay.

ROBERT C. MILLER, farm service director, WRFD Worthington, Ohio, to WLW Cincinnati, as farm program director.

Mr. Miller

BOB MORRISON to WIRE Indianapolis announcing staff.

RAY WALSH WBTM Danville, Va., to continuity staff, WCSC Charleston, S. C.

EDWIN T. CONNELL, staff member, NBC-TV's *Today* program, to ABC-TV's *All-Star News* staff.

JACK MILLE, news director, KSIB Creston, Iowa, named program director in addition to other duties. **LES WRIGHT** appointed farm editor at station. **PEGGY SMITH** added to staff as music director.

LEN CORBOSIERO, program department, KNX Hollywood, shifts to Columbia Pacific Radio Network as associate director.

LOWELL JACK, program director, KWBG Perry, Iowa, appointed studio manager there.

BOB OSTBERG, WFGM Fitchburg, Mass. disc jockey, to WKNE Keene, N. H., as staff announcer.

WILLIAM H. STRUBLE, sales promotion manager, Edgar Morris Sales Co., Washington, D. C., Westinghouse distributor there, to WBT and WBTV (TV) Charlotte, N. C., as promotion supervisor.

Mr. Struble

RICHARD EISIMINGER, advertising-promotion manager, KNBH (TV) Hollywood and **ALBERT V. COLE,** program director there, have resigned.

BILLYE MARGARET TOMLINSON, commercial traffic manager, WTOP Washington, to KCBQ San Diego, as promotion and merchandising director.

BARD MELTON, disc jockey at KING Seattle, to KENI Anchorage, Alaska, as announcer.

MARY LOU CONTE to Hollywood office of KBIG Avalon, as member of traffic department.

GEORGE W. FAUST, Public Information Staff, U.S. Army & Air Force Recruiting Service, N. Y., to KNXT (TV) Hollywood, as operations-traffic supervisor.

WILLIAM BIDELL, promotion-publicity director, KPOL Los Angeles, has resigned.

KIMBERLEY JOHNSON, WLNA Peekskill, N. Y., to WCSH Portland, Me., on announcing staff.

REG MERRIDEW, program director, WGAR Cleveland, elected vice president of Downtown Cleveland Kiwanis Club.

FILOMENA VOLPINTESTA to promotion staff, WISN Milwaukee. **STEVE CANNON** to station's announcing staff.

GEORGE A. BROWN, production manager of CJOC Lethbridge, to CFAC Calgary, in same capacity.

MARCIA VAN CLEAVE to KXOK St. Louis in traffic department.

MARY SINCLAIR, New York TV actress, assigned role in Paramount Pictures feature film, "Adobe Walls."

JACK BRIGGS, announcer, KFMB San Diego, and **MARY LOU LUDWIG,** station secretary, were married Oct. 17.

RICHARD BROWN, Hollywood free lance radio-TV director, father of boy, Kerry Robb, Oct. 18. Mother is **MARGARET KERRY,** who portrays Sharon on KECA-TV Los Angeles *The Ruggles.*

SCOTT PHOENIX, photographer, WSYR Syracuse, father of girl, Debra Jean, Oct. 11. **BILL MARTIN,** staff announcer, father of girl, Mary Kathleen.

JIM AMECHE, freelance radio-TV personality in Chicago, father of boy Oct. 14.

JOHN J. McNULTY, associate producer, NBC-TV *RCA Victor Show Starring Dennis Day,* father of girl, Marianne, Oct. 15.

News • • •

JAMES TERRELL, news staff, WKY Oklahoma City, named news director, succeeding **EWING CANADAY,** now extension editor at Oklahoma A.&M. College.

LYNN SUCHER, KTOP Topeka, Kan., appointed day news editor, KFBI Wichita, Kan.

JACK HANNON, KELO Sioux Falls, S. D., to news staff, WNAX Yankton-Sioux City, S. D.

GENE GODT, WHO Des Moines, and **DON PADILLA,** photo editor and writer on news staff, WCCO-TV Minneapolis-St. Paul, appointed associate news directors at latter station.

HAROLD MEIER to news staff of WISN Milwaukee.

CHRISTY WALSH Jr., press representative, NBC Hollywood, father of boy, Robert Christy, Oct. 13.

JIM McGOVERN, director of news and special events, WISN Milwaukee, and Ruth Hale have announced their marriage.

ALASKAN DEBUTS

Two New Stations Added

TWO new stations are being added to the Midnight Sun-Aurora Broadcasting System in Alaska, it was reported last week by Gilbert A. Wellington, national advertising manager.

KJNO Juneau went on the air for the first time on Oct. 18, on 630 kc and with 1 kw-D and 500 w-N. Present schedule is from 6:30 a.m. to midnight. Del Day, formerly with KFAR Fairbanks, is station manager.

The other new outlet, KABI Ketchikan, will be on the air by mid-November, Mr. Wellington said. On 530 kc, it will have the same power and the same broadcast day as KJNO. Roall Erickson, also formerly with KFAR, is to be KABI manager.

Miriam Dickey, Fairbanks, Alaska, is president of the licensee company, succeeding the late Captain A. E. Lathrop.

Both stations are affiliated with ABC, Mutual-Don Lee and NBC.

WSDC Men Injured

HEADING on assignment to town from transmitter-studios of WSDC Marine City, Mich., Stan Heineman, program director, and Fred Arnold, engineer, were involved in a two-car collision in which both were injured on Oct. 17. Station reports state police are searching for a hit-run car in the mishap.

THREE HUNDRED civic, professional and business leaders in Chicago will be invited by NBC Chicago to its election night open house in the network's Merchandise Mart headquarters. Harry C. Kopf, Central Div. vice president, will be host. Returns from NBC will be watched on an RCA large-screen projection unit in Studio D. Combined radio and video returns will be seen and heard in Studio AA.

SANDWICH YOUR SPOTS!

CBS-WBNS Combination Is Tops On Listeners' Menu!

From sign-on to sign-off, WBNS whips up a steady diet of good listening entertainment. By combining CBS programming and local personalities with tremendous Ohio appeal, WBNS gives Central-Ohio listeners the 20 top-rated programs. Your spot announcements sandwiched between these top-rated shows are heard on WBNS because your audience stays tuned program after program.

ASK JOHN BLAIR

WBNS RADIO PLUS WELD-FM

POWER
WBNS — 5,000
WELD-FM—53,000
COLUMBUS, OHIO

CENTRAL OHIO'S ONLY CBS RADIO OUTLET

TELECASTING

IN THIS ISSUE

New Applications For Stations
Page 64

Television Filming Abroad
Page 65

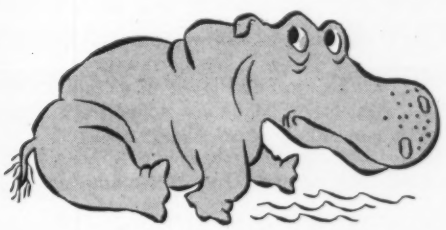
Latest Set Count By Markets
Page 72

KDUB-TV Plans Nov. Start
Page 79

in our 8th year

Fables of the leopard and the hippo - 2.

ON WOMEN



THE HIPPO:

"Starting out to find lady friends just at nightfall is a heavy job, I learn."

THE LEOPARD:

"Then try wooing them *also* in the daylight hours. They're most receptive then, you'll find."

THE MORAL:

Skillful TV advertisers will also find (like the wily Spotted Leopard) that daylight hours are profitable hours to woo important women.

Well-rated daytime Spot TV programs on the thirteen stations listed here woo women while they're planning daily shopping trips.

They inform. They entertain. They convince.

Their cost is low.

If you'd like to woo more lady friends for your product... then ask us for more facts about daytime Spot TV in the Petry markets.

WSB-TV .....Atlanta
WBAL-TV .....Baltimore
WFAA-TV .....Dallas
KPRC-TV .....Houston
KECA-TV .....Los Angeles
KSTP-TV ...M'p'l's-St. Paul
WSM-TV .....Nashville
WJZ-TV ..... New York
WTAR-TV .....Norfolk
KPHO-TV .....Phoenix
WOAI-TV ....San Antonio
KGO-TV ....San Francisco
KOTV .....Tulsa

REPRESENTED BY

EDWARD PETRY & CO., INC.

NEW YORK • CHICAGO • LOS ANGELES
DETROIT • ST. LOUIS • SAN FRANCISCO • DALLAS

TELEQUIPMENT NEWS

Published by the General Electric Company, Electronics Park, Syracuse, N.Y.

WHEN-TV MOVES TRANSMITTER WITHOUT LOSS OF AIR TIME

A major electronics moving feat was recently accomplished by Station WHEN-TV, Syracuse, N. Y., when it moved the station's transmitter site during one night, without losing a second of broadcasting time.

Technicians and moving crews began the job as soon as the station went off the air at midnight. They moved tons of electronic equipment from the old site to the new one, which is nine miles away. The move was completed within 12 hours, in time for the station to go back on the air on schedule.

Engineers Aid Move

WHEN Chief Engineer H. Eugene Crow and his staff of technicians were aided by a crew of six engineers from General Electric. The equipment was largely G-E made and according to Crow, "every bit of it worked perfectly, at the new location despite the quick, jaggling move." The station went on the air with a temporary 100 ft. tower bearing a single bay antenna, at an elevation of 1,470 ft. above sea level.

During the following week the original six-bay antenna atop the former site was taken down and connected to the tower at the new location. The station is now operating at an Effective Radiated Power of approximately 30 kw.

WNBF-TV Obtains First ERP of Over 50 KW

Station WNBF-TV, Binghamton, N. Y., is the first station in the country to obtain ERP of over 50 kw. The Station is using a G-E 12-bay high channel antenna and is actually operating on 52.5 kw ERP on Channel 12.

Chief Engineer Lou Stantz recently said "Reports from our urban areas of Binghamton, Johnson City and Endicott indicate that our local coverage is good. Much improvement in signal level was noted in many locations. The signal in the suburban and fringe areas has been much improved—in fact better than was predicted."

Recent Antenna Installation

Station WNBF-TV expects to go to full allocated power in the near future. Other recent G-E antenna installations have been in WHAS-TV, Louisville, WKRC-TV, Cincinnati—both of which were 12-bay antennas, WBZ-TV, Boston, and KPIX, San Francisco.

THREE G-E TUBES MAKE POSSIBLE NEW ALL-CHANNEL TUNER

Now In Full Scale Production To Meet UHF Expansion

General Electric recently announced substantial quantities of all tubes necessary for manufacture of an all-channel television tuner are now ready. This represents a major step forward in the field of UHF television because it keeps receiver development in step with those advancements G.E. has made in UHF broadcasting equipment.

G.E.'s Tube Department said any television set manufacturer who wishes to include an all-channel TV tuner in his set can now get the necessary tubes immediately.

This UHF receiver advancement goes hand-in-hand with such other G-E UHF developments as the 12 kw transmitter and the high-gain UHF Helical Antenna.

Three tubes are necessary for the design of a television tuner which will receive all channels. All three are now being produced on a full-scale basis at the company's Owensboro, Ky., Tube Works.

Sales Manager Cody famous for cold weather experience

Working with winds exceeding 70 miles per hour, in an 18 below zero temperature is but one of the many experiences Bill Cody, G.E. district sales manager, has had since he began his career in electrical engineering.

For three years he was engineer in charge of the Rensselaer Polytechnic Institute and New York University Observatory, atop the summit of Whiteface Mountain near Lake Placid, New York. His duties involved the construction of several radio communication systems, making meteorological observations for the United States Weather Bureau and airlines, research in atmosphere, radio and other fields, and the development of electronic weather equipment.

Of this period, Bill says, "For months we had the choice of being isolated on the mountain top or using skis or snow-shoes to travel back and forth to the village, eight miles down the mountain."

After this job Bill came to work with General Electric. During his first two years with G.E., he participated in the development, construction and operation of the first television relay. During the war he served as Commanding Officer of the 3362nd Signal Service Battalion in the Pacific, and then returned to work for G.E. after he left the service.

GENERAL ELECTRIC

TELECASTING

OCTOBER 27, 1952

THEATRE TV'S REQUEST

Asks Common Carrier Band

MOTION picture industry flung down the gauntlet to AT&T last week when it asked the FCC for a 360 mc band in the 5925-6875 mc portion of the spectrum for theatre TV. These frequencies are now allocated for common carrier (fixed) use.

The challenge was made during the first week of the FCC's *en banc* hearings on the petition of theatre TV interests for the allocation of frequencies for exclusive, large screen movie theatre television.

Limited to engineering and cost accounting, the hearings are scheduled to continue this week. The formal, direct, policy case is scheduled to begin Jan. 12 in Washington. At that time, too, cross examination will be permitted.

Gist of the week-long testimony by movie technical executives and consulting engineers was that in order to achieve 35mm picture quality, theatre TV needs the following:

1. Video channel 10 mc wide.
2. Radio frequency channel 30 mc wide.
3. Two channels for a single system.
4. Six systems to ensure competitive services.

Theatre TV adherents asked that the Commission not set up standards for this service. However, if required, they recommended:

1. Scanning rate of 735 lines.
2. Signal to noise ratio of 46 db for monochrome; 42 db for color.
3. Linearity not to exceed 10% variation between the black and the white levels.
4. Video signal frequency modulated.
5. Audio signal multiplexed on the carrier, 8 kc wide.

Should the Commission be disposed not to allocate 360 mc in the 5925-6875 mc band, motion picture interests asked that theatre TV be classified as an industrial radio service and be permitted to use 6575-6875 mc. This would require, however, they pointed out, that the band be widened to accommodate 360 mc. They suggested, therefore, that the industrial radio service band be extended down to 6425 mc.

As a final alternative, theatre TV spokesmen asked for a band beginning at 10,700 mc. The band 10,700-11,700 mc is presently allocated to common carrier fixed circuit. This would require, they pointed out, a radio frequency channel of 55 mc instead of 30 mc they were asking for the lower portion of the spectrum.

At the bottom of the movie request, presented jointly by Motion Picture Assn. of America and the National Exhibitors Theatre TV Committee (a group of more than 100 theatre exhibitors), was the belief that the theatre TV frequencies, if allocated, could be used by a common carrier type of company, a limited common carrier organization similar to Aeronautical Radio Inc. or Press Wireless Inc., or by private licensees.

Audience was heavily sprinkled with AT&T executives (see photo) and with representatives of other services. Following first day's sessions at the National Museum, the hearing was continued for the remaining days at FCC. There was no meeting on Thursday.

Stressed by spokesmen for the motion picture industry was the theme that they had no designs on home TV or home TV programs. Theatre TV presentations would be special programs in which home TV would not be interested, they asserted.

Bulk of questioning was by Chairman Paul A. Walker and Comr. Frieda B. Hennock.

Mr. Walker's concern, made immediately at the onset of the meeting, was whether theatre TV aimed to take programs away from home TV. He said that the Commission had received "thousands" of complaints from Congressmen and the public regarding the exclusive theatre-TV showing of the Marciano-Walcott fight. He said people seemed to fear that motion picture houses would soon have a "monopoly" on sporting events and that there are not enough theatres to care for all who may want to get in.

Amount of spectrum space requested for theatre TV—360 mc plus 60 mc in mobile pickup bands—seemed to worry Mr. Walker and Miss Hennock. Miss Hennock's questions were directed toward pos-

(Continued on page 97)

BELL System officials keep an eye on theatre-TV hearings. Front row (l to r): Pierre Mertz, Bell Labs.; Frank A. Cowan, Long Lines; Ernest North, Long Lines; Wayne Babler, AT&T; back row, M. G. Wallace, Long Lines; Axel Jensen, Bell Labs.; F. A. Ryan, AT&T; W. H. Doherty, Bell Labs.

* * *

WITNESS Earl I. Sponable (l), 20th Century-Fox, confers with Edward Cooper, Motion Picture Assn. of America, and E. H. Hansen, 20th Century-Fox.

FOUR NEW GRANTS

Post-Thaw Total 82

FOUR MORE commercial TV stations were authorized by FCC last week to push the post-thaw total of grants to 82, including 73 commercial stations and 9 non-commercial educational outlets.

Concurrently, the Commission finalized its allocation of vhf Channel 4 to Irwin, Pa., adjacent to Pittsburgh, and proposed to allocate uhf Channel 52 to Princeton, Ind.

The new construction permits were issued to the following:

Honolulu, T. H.—Radio Honolulu Ltd., granted vhf Channel 11 with effective radiated power of 125 kw visual and 74 kw aural with antenna height above average terrain 1,740 ft. Grant is conditional upon majority stockholder H. M. Richards divesting himself of all ownership and connection with Honolulu Star-Bulletin Ltd., 24% owner of newly authorized KGMB-TV Honolulu.

Duluth, Minn. (City priority Group A-2, No. 10)—Great Plains Television Properties Inc., granted uhf Channel 38, ERP 17 kw visual and 9.6 kw aural with antenna 620 ft.

El Paso, Tex. (Group A-2, No. 15)—KEPO Inc. (KEPO), granted vhf Channel 13, ERP 120 kw visual and 60 kw aural with antenna 1,000 ft.

Frederick, Md. (Group B-1, No. 134) — Monocacy Broadcasting Co. (WFMD), granted uhf Channel 62, ERP 105 kw visual and 54 kw aural with antenna 1,150 ft.

The following applicants were notified respecting hearing:

Madison, Wis. (Group A-2, No. 30)—Monona Broadcasting Co. (WKOW) is being advised in connection with its application for uhf Channel 27 that the Commission "inadvertently omitted to include in its letter of Sept. 17 that the question of management contract will be considered in addition to mutual exclusivity with application of Radio Wisconsin Inc." (WISC).

Waterloo, Iowa (Group A-2, No. 61)—Josh Higgins Broadcasting Co. (KXEL) and Black Hawk Broadcasting Co. (KWWL), both seeking vhf Channel 7, are being advised of need for comparative hearing. FCC said it also wished "additional information re protest by President R. J. McElroy of Black Hawk Broadcasting Co. against Joe DuMond, majority stockholder of Josh Higgins Broadcasting Co." Further question regarding corporate structure of Black Hawk was included.

The Channel 11 grant to Radio Honolulu is the second authorization to that city. KGMB-TV, granted vhf Channel 9 in August, plans to commence operation Dec. 1 under interim power [B•T, Oct. 20].

WFMD Frederick, near to both Baltimore and Washington, ac-

(Continued on page 97)

television grants and applications

Digest of Those Filed With FCC Oct. 17 through Oct. 23

Grants Since April 14:

	VHF	UHF	Total
Commercial	20	53	73
Educational	2	7	9
Total	22	60	82
Commercial television stations on the air	111 [1]	1	112 [1]

[1] Includes XELD-TV Matamoras (Mexico)-Brownsville.

Applications Filed Since April 14:

	New	Amended	VHF	UHF	Total
Commercial	548	322	501	365	867 [2]
Educational	14	..	4	13	17
Total	562	322	505	378	884 [3]

[2] One applicant did not specify channel.

[3] Includes 82 already granted.

NEW APPLICATIONS

Listed by States

† Indicates pre-thaw application amended (refiled).

MESA, Ariz. — Ashley L. Robison and **Frank E. Hurd,** vhf Ch. 12 (204-210 mc); ERP 32.9 kw visual, 19.1 kw aural; antenna height above average terrain 1,545 ft., above ground 187 ft. Estimated construction cost $184,096, first year operating cost $151,000, revenue $155,000. Post Office address 11100 Cashmere St., Los Angeles 49, Calif. Studio location to be determined. Transmitter location atop south-central peak in Salt River Mts., designated on USGS maps as "Peak 2548," 7.7 mi. south and slightly east from center of Phoenix, Ariz. Geographic coordinates 33° 20' 26" N. Lat., 112° 02' 12" W. Long. Transmitter and antenna GE. Consulting engineer Harry R. Lubcke, Hollywood, Calif. Principals include equal (50%) partners **Ashley L. Robison,** owner of Robison Corp. (aircraft parts mfr.), Los Angeles, and **Frank E. Hurd,** 37½% owner of Pacific Overseas Airlines Corp. (aircraft overhaul facilities, aircraft parts mfr., etc.), Los Angeles. Applicant also seeks new TV station in Sacramento, Calif. [see TV APPLICATIONS, B•T, Oct. 13]. City priority status: Gr. B-3, No. 178.

SAN DIEGO, Calif.—T. B. C. Television Co., vhf Ch. 10 (192-198 mc); ERP 240 kw visual, 105 kw aural; antenna height above average terrain 789 ft., above ground 254 ft. Estimated construction cost $689,000, first year operating cost $720,000, revenue $804,000. Post Office address 948 Third Ave., San Diego, Calif. Studio location to be determined. Transmitter location on Mt. Soledad, near La Jolla, Calif., 1,800 ft. SW of Easter Cross. Geographic coordinates 32° 50' 15" N. Lat., 117° 14' 55" W. Long. Transmitter and antenna GE. Legal counsel Prichard & Brenner, Beverly Hills, Calif. Consulting engineer L. N. Papernow, San Diego, Calif. Principals include President **J. William Fisher** (3.33%), president and 8½% owner of Southwest Onyx & Marble Co., San Diego; Secretary and General Manager **Leon Neil Papernow** (13.33%), managing partner of The Video Store (retail television sales and service), San Diego, 20 persons with 3.3% interest, and a number of stock subscribers. City priority status: Gr. B-4, No. 190.

BRIDGEPORT, Conn.—State of Connecticut, State Board of Education, uhf Ch. *71 (812-818 mc); ERP 218.3 kw visual, 109.2 kw aural; antenna height above average terrain 610 ft., above ground 492 ft. Estimated construction cost $328,640. Operating cost not estimated. Post Office address c/o Commissioner of Public Works, State Office Bldg., Hartford 15, Conn. Studio location Bullard Havens Technical School. Transmitter location 2.8 mi. NW of Redding, Conn., in Israel Putnam Memorial State Park. Geographic coordinates 41° 20' 31" N. Lat., 73° 22' 48.5" W. Long. Transmitter and antenna GE. Legal counsel Attorney General, State of Connecticut, Hartford, Conn. Consulting engineer Craven, Lohnes & Culver, Washington. [Applicant also seeks noncommercial educational TV stations in Hartford and Norwich; see below.] City priority status not applicable to noncommercial, educational applications.

HARTFORD, Conn.—State of Connecticut, Board of Education, uhf Ch. *24 (530-536 mc); ERP 236 kw visual, 118.4 kw aural; antenna height above average terrain 779 ft., above ground 99 ft. Estimated construction cost $514,440. Operating cost not estimated. Post Office address c/o Commissioner of Public Works, State Office Bldg., Hartford 15, Conn. Studio location State Office Bldg., 165 Capitol Ave., Hartford. Transmitter location 2.7 mi. NW of Meriden in West Peak State Park. Geographic coordinates 41° 33' 33" N. Lat., 72° 50' 35" W. Long. Transmitter and antenna GE. Legal counsel Attorney General, State of Connecticut, Hartford, Conn. Consulting engineer Craven, Lohnes & Culver, Washington. [Applicant also seeks noncommercial educational TV stations in Bridgeport and Norwich; see above and below.] City priority status not applicable to noncommercial, educational applications.

NORWICH, Conn.—State of Connecticut, State Board of Education, uhf Ch. *63 (764-770 mc); ERP 215 kw visual, 108 kw aural; antenna height above average terrain 591 ft., above ground 520 ft. Estimated construction cost $328,640. Operating cost not estimated. Post Office address c/o Commissioner of Public Works, State Office Bldg., Hartford 15, Conn. Studio location Norwich Regional Technical School. Transmitter location 1.3 mi. WSW of Baltic. Geographic coordinates 41° 36' 37" N. Lat., 72° 06' 27" W. Long. Transmitter and antenna GE. Legal counsel Attorney General, State of Connecticut, Hartford, Conn. Consulting engineer Craven, Lohnes & Culver, Washington. [Applicant also seeks noncommercial educational TV stations in Bridgeport and Hartford; see above.] City priority status not applicable to noncommercial, educational applications.

† **BELLEVILLE, Ill.—Signal Hill Telecasting Corp.,** uhf Ch. 54 (710-716 mc); ERP 220 kw visual, 119 kw aural; antenna height above average terrain 614 ft., above ground 593 ft. Estimated construction cost $331,182, first year operating cost $225,000, revenue $275,000. Post Office address 6900 West Main St., Belleville, Ill. Studio location 10200 West Main St. Transmitter location 0.8 mi. west of Belleville at 88th St. Geographic coordinates 38° 34' 16" N. Lat., 90° 04' 11" W. Long. Transmitter and antenna RCA. Legal counsel Monroe Oppenheimer, Washington. Consulting engineer J. H. Heffelfinger, Kansas City, Mo. Principals include President and General Manager **Bernard T. Wilson** (10%), account executive at KMOX St. Louis; Vice President **Theodore F. Weiskotten** (10%), producer-director at KSD-TV St. Louis; Vice President **John I. Hyatt** (10%), account executive at KMOX; Treasurer **Paul E. Peltason** (33.75%), 26% owner of Peltason, Tenenbaum Co. (investment banking), St. Louis; Assistant Treasurer and Assistant Secretary **Harry Tenenbaum** (33.75%), 26% owner of Peltason, Tenenbaum Co., and Secretary **H. M. Stolar** (2.5%), partner in St. Louis law firm of Lowenhaupt, Waite, Chasnoff & Stolar. City priority status: Gr. B-1, No. 23.

GRAND RAPIDS, Mich.—W. S. Butterfield Theatres Inc., uhf Ch. 23 (524-530 mc); ERP 1,000 kw visual, 678.5 kw aural; antenna height above average terrain 457 ft., above ground 405 ft. Estimated construction cost $717,623, first year operating cost $225,000, revenue $275,000. Post Office address 1492 National Bank Bldg., Detroit 26, Mich. Studio and transmitter location Leonard Road and Perkins Road. Geographic coordinates 42° 59' 14" N. Lat., 85° 36' 58" W. Long. Transmitter and antenna RCA. Legal counsel Hogan & Hartson, Washington. Consulting engineer George P. Adair, Washington. Principals include President and Treasurer **M. F. Gowthorpe,** Vice President and Secretary **William A. Ruble,** Vice President **Paul A. Seippel** and Vice President **H. Edward Stuckey,** all of whom are associated with Butterfield Michigan Theatres Co., Detroit, Mich., and other Michigan theatre companies. Sole owner of all Class A and C stock in applicant is **Bijou Theatrical Enterprises Inc.,** which is ⅔ owner of Butterfield Michigan Theatres Co., Detroit; sole owner of all Class B stock in applicant is **The Regents of the U. of Michigan,** which is ⅓ owner of Butterfield Michigan Theatres Co. Applicant also seeks new TV stations in Flint, Mich. [B•T, July 7], and Battle Creek, Mich. [B•T, July 21]. The Regents of the U. of Michigan is the licensee of WUOM (FM) Ann Arbor. City priority status: Gr. B-2, No. 154.

GATHERED at Allen B. DuMont Labs, Clifton, N. J., for signing of contract to purchase DuMont vhf TV transmitter, studio equipment and mobile unit are (l to r): Dr. Fernando Tude de Souza, director, Radio & TV Roquette Pinto of Rio de Janeiro; Ernest A. Marx, director, DuMont International Div., and Col. Lauro A. Medeiros, consulting engineer for Dr. Tude de Souza.

KALAMAZOO, Mich. — Howard D. Steere (WGFG), uhf Ch. 36 (602-608 mc); ERP 83.5 kw visual, 47.2 kw aural; antenna height above average terrain 267 ft., above ground 305 ft. Estimated construction cost $159,730, first year operating cost $150,000, revenue $175,000. Post Office address Station WGFG, 301 State Theatre Bldg., Kalamazoo, Mich. Studio and transmitter location on Gull Road, 4 mi. NE of center of Kalamazoo, at site of WGFG (AM) transmitter. Geographic coordinates 42° 19' 53" N. Lat., 85° 31' 33" W. Long. Transmitter DuMont, antenna RCA. Legal counsel, Fisher, Wayland, Duvall & Southmayd, Washington. Consulting engineer Vandivere, Cohen & Wearn, Washington. Sole owner is **Howard D. Steere,** licensee and general manager of WGFG since Oct. 5, and licensee and general manager of WFEC Miami, Fla., from 1950 to June, 1952. City priority status: Gr. B-2, No. 152.

† **JEFFERSON CITY, Mo. — Capital Bcstg. Co. (KWOS),** vhf Ch. 13 (210-216 mc); ERP 59.3 kw visual, 17.7 kw aural; antenna height above average terrain 300 ft., above ground 330 ft. Estimated construction cost $212,216, first year operating cost $150,000, revenue $150,000. Post Office address 210 Monroe St., Jefferson City, Mo. Studio and transmitter location on St. Mary's Blvd. at site of KWOS-AM-FM transmitter. Geographic coordinates 38° 35' 02" N. Lat., 92° 12' 17" W. Long. Transmitter and antenna RCA. Legal counsel Fisher, Wayland, Duvall & Southmayd, Washington. Consulting engineer Commercial Radio Equipment Co., Washington. Principals include President **R. C. Goshorn** (98%), president and majority stockholder in Jefferson City News Tribune Co. (newspaper publishing); General Manager and Treasurer **Catherine Roer** (1%), and Secretary **R. L. Rose** (1%), also secretary of Jefferson City News Tribune Co. City priority status: Gr. A-2, No. 203.

NEW YORK CITY — WNEW Inc. (WNEW), uhf Ch. 31 (572-578 mc); ERP 226 kw visual, 122 kw aural; antenna height above average terrain 1,268 ft., above ground 1,284 ft. Estimated construction cost $641,585, first year operating cost $800,000, revenue $1,000,000. Post Office address 565 Fifth Ave., New York 17, N. Y. Studio location 565 Fifth Ave. Transmitter location atop Empire State Bldg., Fifth Ave. and 34th St., New York. Geographic coordinates 40° 44' 55" N. Lat., 73° 59' 09" W. Long. Transmitter and antenna RCA. Legal counsel Dow, Lohnes & Albertson, Washington. Consulting engineer Craven, Lohnes & Culver, Washington. Principals include President **William S. Cherry** (48.56%), Executive Vice President **Bernice Judis Herbert** (2.47%), Vice President **Ira M. Herbert** (1.23%), Treasurer and Secretary **Charles W. Knowles** (4.94%), Assistant Treasurer **Albert H. Baer** (3.29%), **Alfred Buckley** (12.34%), **George V. Meehan** (4.12%), **Harry R. Playford** (18.93%) and **Clem J. Randau** (4.12%). City priority status: Gr. B-2, No. 169.

CHARLOTTE, N. C.—Charlotte Telecasters, uhf Ch. 36 (602-608 mc); ERP

(Continued on page 77)

AT SIGNING ceremony for the new WHIO-TV Dayton 1,104-ft. tower, claimed the tallest in Ohio, are (l to r): Seated, James M. Cox Jr., station president, and William G. Hansher, Cincinnati, Ohio Valley district sales manager, Graybar Electric Co., which expects tower completion by spring. Standing, Robert A. Troman, Blaw-Knox Co. tower department manager; William G. Biddle, Graybar sales engineer, Dayton, and Ernest R. Adams, WHIO-AM-TV chief engineer.

XUM

TV FILMING *Abroad*

IN an effort to meet the growing demand for program materials, TV film producers have not hesitated to go beyond the shores of the United States. The move has prompted some labor union difficulties here at home. Also the producers are encountering problems abroad in casting, staging, etc. Nevertheless, many firms are continuing their efforts over the border and across the seas to make quality films for TV while cutting down that big bugaboo—production costs.

By DAVE GLICKMAN

DESPITE threats of reprisals by unions and guilds against users of films made abroad, producers are making tracks for foreign countries in an effort to cut production expenses and meet advertisers' budget demands.

More than a score of Hollywood producers and several from the New York area have TV film production plans for Mexico or overseas.

Reasons for this trek abroad include lower production costs (music is a major item), and exotic and authentic backgrounds which enhance the value of the show in the eyes of the sponsor.

IATSE, hitting at such TV filming on grounds that it creates unemployment of technicians and craftsmen at home, at its recent Milwaukee convention in substance approved some sort of boycott on products of sponsors utilizing such shows for advertising purposes.

On penalty of suspension, AFM also prohibits musician members from aiding and abetting the growing practice. It forbids union members from supervising, conducting, arranging, orchestrating for and in any way assisting the recording outside the U. S. of incidental music, themes, bridges and cues for use in this country in TV, radio and motion pictures.

Networks' agreement with the AFM, however, is to record foreign filmed TV shows at home, thus eliminating use of soundtracks made abroad by non-union members.

Not only are production units going to Mexico, England and Europe, but North and Central Africa, South and Central America, India, Japan and Australia.

However, TV producers are finding that overseas film making includes its share of headaches.

That's the observation Alexander MacDonald, vice-president of Dougfair Corp., expressed upon return to Hollywood from England recently. Firm has just completed three half-hour pilot films in London. They are the first in each of three series being produced for NBC-TV distribution. The firm during week of Oct. 20 was to start the first of 39 half hour dramatic shows in which Douglas Fairbanks Jr. appears as m. c. Working title is *International Theatre*. Network Vice President Robert W. Sarnoff returned in mid-October from London after completing arrangements for the series.

Not the least of the difficulties besetting American video film makers is the importance of establishing credit and acceptability, he told BROADCASTING • TELECASTING. This picture has been clouded by the fact that some American producers, particularly in the smaller feature category in which TV production falls, have earned, for one reason or another, reputations for irresponsibility.

In the case of Dougfair Corp., this was overcome because of the presence of Douglas Fairbanks Jr., as president of the company. He is well known in Europe and has been decorated by several European governments.

Stage space throughout Europe is at a premium, Mr. MacDonald pointed out. Most movie production too begins in the spring, reaching a climax in early fall months, he said.

Thus the TV producer, with shorter shooting schedules, finds himself in competition for space with the movie producer.

At Scattered Points

Dougfair, for example, had to shoot its three pilots at as many different studios. *International Theatre*, in which Douglas Fairbanks Jr. appears as host, was filmed at Gates Studios: *Silent Men* was shot at Riverside Studios. Interiors for *Foreign Legion* were made at Wharton Hall.

Greatest misapprehension in the United States is in the matter of costs, Mr. MacDonald said. While it is true that there are favorable union rates for smaller productions—and these include half-hour TV efforts—schedules are necessarily longer because of the more leisurely pace of foreign production.

A 48-hour shooting schedule, fairly common among Hollywood and New York video producers, would be absolutely unthinkable in the British Isles or France where the same production would require at least five stage days.

Another vexing problem which should change as TV production in England increases is the lack of trained video personnel, it was pointed out by Mr. MacDonald.

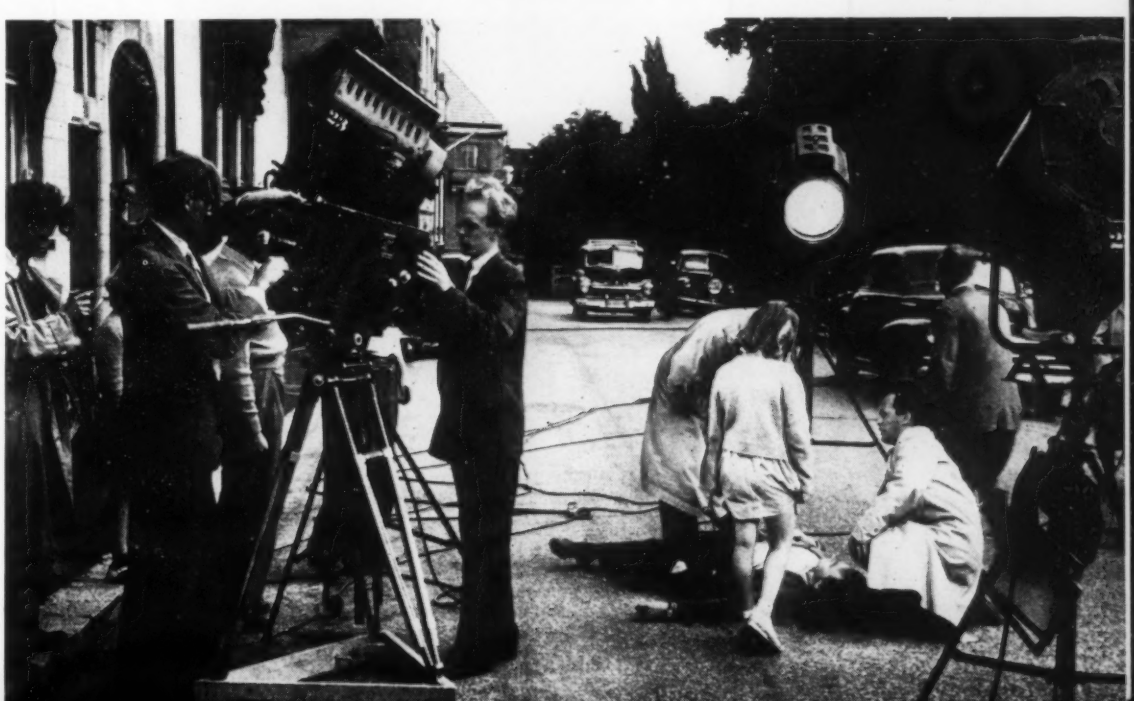
On the credit side of the ledger is the fact that top creative talent is eager to try the new medium.

Following the announcement that Douglas Fairbanks Jr. had opened London offices, he and Mr. MacDonald were besieged by some of England's outstanding actors, writers and directors wanting to be associated with the enterprise. Thus for *International Theatre*, services of Laurence Huntington, one of England's veteran mega-

(Continued on page 80)

* * *

HERE on location in Sweden, as well as other European countries, Foreign Intrigue *utilizes foreign talent and production facilities to augment its nucleus of American stars and production staff.*



LUCKY?

XUM

Sure. We can't guarantee we'll win 7 of the top 10 every time, as we did the first time up. (Let alone 4 of the top 5 . . . or 13 of the top 20.) But when you add ratings like that to our usual highest average nighttime audiences in all television . . . starting the new season even further out in front than last year . . . a pattern begins to emerge. And the whole thing begins to look less like good luck than good programming. **THE CBS TELEVISION NETWORK**

OREGON HEARING

Highlighted by Sudden Stiles Resignation

THE PRESSURE of comparative hearing among post-thaw TV applicants seeking the same channel in the same city took its first toll last week as the general manager of one applicant in the Portland, Ore., Channel 12 case resigned.

The prospective witness who tendered his resignation Tuesday for "personal reasons" unexplained even to his employer was Walter J. Stiles Jr., general manager of Oregon Television Inc. Mr. Stiles was to have been a principal witness for Oregon Television, having assisted in preparation of the application and its exhibits.

Counsel for competing applicants unsuccessfully moved to strike large portions of the Oregon Television bid on ground that Mr. Stiles' resignation effected a major amendment of the application.

Other highlights of the Portland Channel 12 hearing included:

● Testimony by Oregon Television's Director Julius L. Meier Jr. that employment of Mr. Stiles was recommended by DuMont executives Comdr. Mortimer W. Loewi and Herbert E. Taylor Jr. Mr. Meier, who said he was "a close personal friend" of RCA President Frank M. Folsom and whose technical advice he had sought, later testified Mr. Stiles preferred DuMont equipment over RCA.

● Disclosure that Oregon Television President Henry A. White on Oct. 15 wrote the president of a Portland bank, at the latter's request following personal contact, to inquire of the bank's policy with respect to its officers making investments in a competitive situation. Further examination of Mr. White showed the bank officer to be Russell M. Colwell, stockholder in competing applicant Columbia Empire Telecasters. Mr. White denied any "pressure" motive.

● Observation by Hearing Examiner Elizabeth Smith, when controversy arose about producing Mr. Stiles' employment contract, that

KMYR Denver owners F. W. Meyer (left) and A. G. Meyer (center) confer with TV consultant Eugene S. Thomas, who is New York TV manager of George P. Hollingbery Co., station representative firm.

* * *

"he who applies for radio facilities or television station and goes to comparative hearing has few secrets."

Aside from the Portland case, other TV compartive hearings continued last week. These were the Denver hearing and the Tampa-St. Petersburg case. On Monday, the Wichita hearing began. The Jackson, Mich., hearing, also scheduled to start Monday, was delayed until this Wednesday.

The resignation of Mr. Stiles was reported Wednesday morning by Mr. Meier, who was recalled to the stand by Maurice Barnes, counsel for Oregon Television.

"Yesterday, Oct. 21, Walter Stiles tendered his resignation as general manager," Mr. Meier testified, "and I accepted his resignation." The witness said Mr. Stiles relinquished his subscription to 50 shares of stock which Mr. Meier agreed to buy.

"He gave personal reasons," Mr. Meier said. "I pressed him at length and he did not care to divulge his personal reasons and I could not, frankly find out what his reasons were."

"This brought up a suspicion in my mind," the witness said, "and you can well understand, this coming at a time when it did, in the midst of a hearing, I endeavored to find out what his reasons were. He gave me very little to go on. However, I did ask our counsel to contact one of Mr. Stiles' previous employers in Phoenix, Ariz., and this man reported an incident, or circumstances that were very distasteful or displeasing to me. Whether they are true or false I don't know, but as long as I now have this information, which I did not have before, I had no choice but to accept Mr. Stiles' resignation."

Further testimony showed Mr. Stiles upon resignation returned his five year employment contract calling for an annual salary of $15,000. Mr. Meier said the general manager had been advanced six months' salary but indicated the applicant did not intend to ask for its return.

Asked what he plans to do about getting another general manager, Mr. Meier said, "I have contacted several good friends of mine in the television field and advised them of our predicament, the serious blow that occurred to us, and solicited their help in procurring the most qualified, capable and competent man that is available in the country today."

Jack Blume, counsel for Columbia Empire Telecasters, moved "to strike all of this testimony as a major and material change in the application, coming too late in the the game. . . . We have had testimony for days now, all involving and revolving around Mr. Stiles. . . . I think it is unfair to the other applicants to make such a material change at this point."

Harry Becker, counsel for Northwest Television Inc., commented, "I don't see how Oregon can proceed in this hearing without putting Mr. Stiles on the stand . . . a good deal of this application was prepared by Mr. Stiles and the testimony of the other witnesses was predicated on that preparation."

James Juntilla, FCC counsel, refused to join in the motion to strike. "I think the testimony in question should be in. How Mr. Stiles' withdrawal will otherwise affect the application is another matter."

In defense of Mr. Meier's testimony on the resignation, Harold Mott, also counsel for Oregon Television, stated Mr. Stiles "was hired as an employe to frame the exhibits . . . but in no case was there any exhibit ever prepared that the directors themselves did not see and pass on. The direct case is still here."

After the examiner denied the strike motion, Mr. Blume cross examined Mr. Meier about the resignation.

"What do you mean you made a

(Continued on page 74)

* * *

DENVER principals in KOA huddle. From l to r: Don Searle, executive vice president and general manager of station; John Crosswy, director and president of Hendrie & Bolthoff, distributors; Thomas P. Campbell, director and deputy mayor of Denver; William Grant, president of KOA, and attorney.

ENTREPRENEUR Bob Hope (center) with fellow KOA Denver directors representing his 50% interest. They are James L. Saphier (left), talent agent and radio-TV package producer, and Martin Gang, attorney.

XUM

In Philadelphia ...people watch WPTZ more than any other TV Station!*

*Not our estimate but ARB figures for the entire year of 1951 and the first 6 months of 1952

WPTZ

NBC - TV AFFILIATE

1600 Architects Building, Phila. 3, Pa. Phone LOcust 4-5500, or NBC Spot Sales

WBRE-TV

AFFILIATE OF NBC-TV

FOR

WILKES-BARRE, SCRANTON
PENNSYLVANIA

UHF CHANNEL 28

ON AIR APPROXIMATELY DEC. 15, 1952

C. P. FOR

(ONE MILLION WATTS)

Announces

THE APPOINTMENT

OF

HEADLEY-REED TV

NEW YORK • CHICAGO
ATLANTA • HOLLYWOOD

AS

NATIONAL REPRESENTATIVES

EFFECTIVE IMMEDIATELY

1 KW
20 KW
200 KW
1000 KW

CUT TV COSTS

Hennock Urges Schools On Building

NON-COMMERCIAL educational TV stations can be built at a cost well below unrealistic estimates, FCC Comr. Frieda Hennock said Thursday in addressing the Minnesota Education Assn., meeting at St. Paul. She urged educators to speed up their TV activities.

Explaining there's no need for a Taj Mahal structure to house video operations, Miss Hennock said schools can take the air with a modest operation just as commercial stations did in the early days of TV. "Start slowly but get on the air," she said, "and later, when solidly established, extend range and hours of operation to wider and more desirable limits."

Educational institutions can generally get a 10% discount on equipment, she said, in referring to catalog figures of $200,000 for 15 kw operation. A more modest operation would cost less, she explained.

A survey of existing stations shows that 17 reported investments in tangible broadcast property under $300,000, Miss Hennock said, with six under $200,000. "When land and building costs are excluded," she continued, "18 of these operating stations show tangible broadcast property owned by them in 1951 of less than $250,000; eight of these were below $200,000; and three as low as $150,000.

"Furthermore, a study of the 61 CPs granted by the Commission in the past few months for commercial TV stations discloses that 19 of the applicants estimate that their construction costs will be less than $250,000—with 12 of these below $200,000 and some as low as $138,000 and even $108,000." She noted that some of these examples reflect use of existing radio facilities, as would be the case with operators of educational outlets.

Miss Hennock said schools can use their stockpile of human and physical resources to keep operating costs well under $100,000 a year besides sharing programming with other schools and groups.

WKZO-TV RATIONS

Beer Plugs, Crime Programs

RATIONING of crime programs and beer commercials by WKZO-TV Kalamazoo, Mich., is bringing favorable audience response without creating any serious station operating problems, according to Carl E. Lee, administrative assistant to John E. Fetzer, WKZO-AM-TV president. Mr. Fetzer is chairman of the NARTB Code Review Board.

In setting the pace for TV stations, WKZO-TV doesn't carry crime shows on Sunday or before 9 p.m. any weekday evening; limits crime programming between 9-11 p.m. to not more than a total of one hour; allows no full-hour crime program between 9-11 p.m. on two successive nights.

Beer and wine announcements are not scheduled on Sunday, excluding special sporting events. On weekdays not more than two beer or wine-sponsored programs are carried between 6-11 p.m., with total air time not to exceed 1½ hours. Not more than four beer or wine announcements are allowed weekday evenings between 6-11 p.m. A program is considered as one spot in computing the total of four mentions.

Since the policy was adopted several weeks ago the station has received many unsolicited comments endorsing the restrictions, Mr. Lee said. "We analyzed viewers' reactions last summer," he said. "They objected to crime programs when children are viewing television and were opposed to too much crime. Others objected to scenes in which women drink beer.

"We took the common sense approach in our area. A study of our autumn scheduling showed that we were in danger of finding ourselves overloaded with crime. The new formula is working out successfully."

RE-ELECT DuMONT

President of DuMont Labs.

DR. ALLEN B. DuMONT was re-elected president of Allen B. DuMont Labs. at a meeting of the company's common stockholders in Clifton, N. J., last week. Other officers re-elected were:

Stanley F. Patten, vice president; Paul Raibourn, treasurer; Bernard Goodwin, secretary, and Irving Singer, assistant treasurer.

Elected as directors by Class "A" stockholders were: Dr. DuMont, Mr. Patten, Dr. Thomas T. Goldsmith Jr., Percy M. Stewart, and Bruce T. DuMont; by Class "B", Edwin Weisl, Barney Balaban and Mr. Raibourn.

In a statement after the meeting, Dr. DuMont reported that company net sales for the 40-week period ending Oct. 5 totaled $52,128,000 as compared with $37,537,000 for the corresponding period of 1951. Net profits for the same period this year amounted to $359,000 as against $320,000 loss for 1951, Dr. DuMont revealed. He noted there were 2,361,054 common shares outstanding in both periods and that net profit per share after dividends on preferred stock was $.11 against a '51 $.18 net loss.

Four UPT Sales

UNITED Television Programs Inc., Chicago, has sold *Royal Playhouse*, half-hour film series, to WGN-TV Chicago and a re-run of *Fireside Theatre* to the Goldberg Fashion Forum, Chicago, for showing on same station. Other UTP sales: *The Chimps* to KPHO-TV Phoenix and *Heart of The City* to KGO-TV San Francisco.

XUM

*Telepulse

This should happen for you!

You can bank on wrestling. It packs them in... night after night... on channel after channel. By way of illustration, here is the way "Ringside With The Rasslers" monopolizes audiences in the face of earnest competition. Share of audience in Atlanta, 69%; in Omaha, 68%; in New Haven, 93%.*

Yes, wrestling on film is particularly adept at pinning down big audiences. All of the lulls and lags are snipped out. All of the temperament captured at the boiling point. And "Ringside With The Rasslers," produced in Hollywood by Jerry Fairbanks, Inc., is further distinguished by a superb cast of mighty grapplers... the very best grip-and-groaners in the business: Lord Blears, Baron Leone, Gorgeous George, Hans Schnabel, Ali Bey, Argentine Rocca, Gino Garibaldi, Mr. Moto, Danny McShain—practically any other monarch of the mat you can mention.

"Ringside With The Rasslers" is amazingly adaptable. It may be shown in versions running 30 minutes... or a full hour. Its informal format makes it ideal for one sponsor... or many. And it sells at a starkly competitive price... low enough to give you a high profit in any market.

Start "Ringside With The Rasslers"—and get a better grip on your market. Write or call our nearest sales office: Sunset at Van Ness, Hollywood 28, HO. 9-6369; 25 Vanderbilt Ave., New York 17, MU. 6-7543; 520 Michigan Blvd., Chicago 11, MI. 2-5231. Other offices in Philadelphia, Cincinnati, Atlanta, Houston.

Consolidated Television Sales

WBRE-TV

AFFILIATE OF NBC-TV

FOR

WILKES-BARRE, SCRANTON
PENNSYLVANIA

UHF CHANNEL 28

ON AIR APPROXIMATELY DEC. 15, 1952

C. P. FOR

(ONE MILLION WATTS)

Announces

THE APPOINTMENT

OF

HEADLEY-REED TV

NEW YORK • CHICAGO • DETROIT
ATLANTA • HOLLYWOOD

AS

NATIONAL REPRESENTATIVES

EFFECTIVE IMMEDIATELY

50 KW DEC.
220 KW
1000 KW

CUT TV COSTS

Hennock Urges Schools On Building

NON-COMMERCIAL educational TV stations can be built at a cost well below unrealistic estimates, FCC Comr. Frieda Hennock said Thursday in addressing the Minnesota Education Assn., meeting at St. Paul. She urged educators to speed up their TV activities.

Explaining there's no need for a Taj Mahal structure to house video operations, Miss Hennock said schools can take the air with a modest operation just as commercial stations did in the early days of TV. "Start slowly but get on the air," she said, "and later, when solidly established, extend range and hours of operation to wider and more desirable limits."

Educational institutions can generally get a 10% discount on equipment, she said, in referring to catalog figures of $200,000 for 15 kw operation. A more modest operation would cost less, she explained.

A survey of existing stations shows that 17 reported investments in tangible broadcast property under $300,000, Miss Hennock said, with six under $200,000. "When land and building costs are excluded," she continued, "18 of these operating stations show tangible broadcast property owned by them in 1951 of less than $250,000; eight of these were below $200,000; and three as low as $150,000.

"Furthermore, a study of the 61 CPs granted by the Commission in the past few months for commercial TV stations discloses that 19 of the applicants estimate that their construction costs will be less than $250,000—with 12 of these below $200,000 and some as low as $138,000 and even $108,000." She noted that some of these examples reflect use of existing radio facilities, as would be the case with operators of educational outlets.

Miss Hennock said schools can use their stockpile of human and physical resources to keep operating costs well under $100,000 a year besides sharing programming with other schools and groups.

WKZO-TV RATIONS

Beer Plugs, Crime Programs

RATIONING of crime programs and beer commercials by WKZO-TV Kalamazoo, Mich., is bringing favorable audience response without creating any serious station operating problems, according to Carl E. Lee, administrative assistant to John E. Fetzer, WKZO-AM-TV president. Mr. Fetzer is chairman of the NARTB Code Review Board.

In setting the pace for TV stations, WKZO-TV doesn't carry crime shows on Sunday or before 9 p.m. any weekday evening; limits crime programming between 9-11 p.m. to not more than a total of one hour; allows no full-hour crime program between 9-11 p.m. on two successive nights.

Beer and wine announcements are not scheduled on Sunday, excluding special sporting events. On weekdays not more than two beer or wine-sponsored programs are carried between 6-11 p.m., with total air time not to exceed 1½ hours. Not more than four beer or wine announcements are allowed weekday evenings between 6-11 p.m. A program is considered as one spot in computing the total of four mentions.

Since the policy was adopted several weeks ago the station has received many unsolicited comments endorsing the restrictions, Mr. Lee said. "We analyzed viewers' reactions last summer," he said. "They objected to crime programs when children are viewing television and were opposed to too much crime. Others objected to scenes in which women drink beer.

"We took the common sense approach in our area. A study of our autumn scheduling showed that we were in danger of finding ourselves overloaded with crime. The new formula is working out successfully."

RE-ELECT DuMONT

President of DuMont Labs.

DR. ALLEN B. DuMONT was re-elected president of Allen B. DuMont Labs. at a meeting of the company's common stockholders in Clifton, N. J., last week. Other officers re-elected were:

Stanley F. Patten, vice president; Paul Raibourn, treasurer; Bernard Goodwin, secretary, and Irving Singer, assistant treasurer.

Elected as directors by Class "A" stockholders were: Dr. DuMont, Mr. Patten, Dr. Thomas T. Goldsmith Jr., Percy M. Stewart, and Bruce T. DuMont; by Class "B", Edwin Weisl, Barney Balaban and Mr. Raibourn.

In a statement after the meeting, Dr. DuMont reported that company net sales for the 40-week period ending Oct. 5 totaled $52,128,000 as compared with $37,537,000 for the corresponding period of 1951. Net profits for the same period this year amounted to $359,000 as against $320,000 loss for 1951, Dr. DuMont revealed. He noted there were 2,361,054 common shares outstanding in both periods and that net profit per share after dividends on preferred stock was $.11 against a '51 $.18 net loss.

Four UPT Sales

UNITED Television Programs Inc., Chicago, has sold *Royal Playhouse*, half-hour film series, to WGN-TV Chicago and a re-run of *Fireside Theatre* to the Goldberg Fashion Forum, Chicago, for showing on same station. Other UTP sales: *The Chimps* to KPHO-TV Phoenix and *Heart of The City* to KGO-TV San Francisco.

XUM

*Telepulse

This should happen for you!

You can bank on wrestling. It packs them in... night after night... on channel after channel. By way of illustration, here is the way "Ringside With The Rasslers" monopolizes audiences in the face of earnest competition. Share of audience in Atlanta, 69%; in Omaha, 68%; in New Haven, 93%.*

Yes, wrestling on film is particularly adept at pinning down big audiences. All of the lulls and lags are snipped out. All of the temperament captured at the boiling point. And "Ringside With The Rasslers," produced in Hollywood by Jerry Fairbanks, Inc., is further distinguished by a superb cast of mighty grapplers... the very best grip-and-groaners in the business: Lord Blears, Baron Leone, Gorgeous George, Hans Schnabel, Ali Bey, Argentine Rocca, Gino Garibaldi, Mr. Moto, Danny McShain—practically any other monarch of the mat you can mention.

"Ringside With The Rasslers" is amazingly adaptable. It may be shown in versions running 30 minutes... or a full hour. Its informal format makes it ideal for one sponsor... or many. And it sells at a starkly competitive price... low enough to give you a high profit in any market.

Start "Ringside With The Rasslers"—and get a better grip on your market. Write or call our nearest sales office: Sunset at Van Ness, Hollywood 28, HO. 9-6369; 25 Vanderbilt Ave., New York 17, MU. 6-7543; 520 Michigan Blvd., Chicago 11, MI. 2-5231. Other offices in Philadelphia, Cincinnati, Atlanta, Houston.

Consolidated Television Sales

YESTERDAY
and
TODAY
in
Central Indiana
at
WFBM-TV
"First in Indiana"

•

Yesterday . . . .

On May 30, 1949 there were 2500 Sets in WFBM-TV's coverage area.

Today . . . . there are

265,000

Sets in use in WFBM-TV's coverage area

In planning your TV coverage remember to TAKE A CLOSE LOOK at the Central Indiana Market—COMPLETELY COVERED by WFBM-TV.

Represented nationally by The Katz Agency Inc.

WFBM-TV

Channel 6

"First in Indiana"

telestatus

'Lucy' Back on Top Say Nielsen, Trendex

(Report 239)

LUCILLE BALL and Desi Arnaz' *I Love Lucy* led the parade of Nielsen's top 10 TV shows for the two weeks ending Sept. 27, it was reported last week. Sen. Richard Nixon's (R-Calif.) speech placed fourth in the number of TV homes reached and 10th in percentage ratings. The lists follow:

NUMBER OF TV HOMES REACHED

Rank	Program	Homes (000)
1	I Love Lucy (CBS)	12,195
2	Colgate Comedy Hour (NBC)	11,010
3	Pabst Blue Ribbon Bouts (CBS)	9,268
4	Nixon Speech (NBC)	9,136
5	Godfrey & Friends (Liggett & Myers Tobacco) (CBS)	9,099
6	Dragnet (NBC)	8,986
7	Texaco Star Theatre (NBC)	8,931
8	Godfrey & Friends (Toni-Gillette Razor Co.) (CBS)	8,332
9	Godfrey & Friends (Pillsbury Mills, Inc.) (CBS)	8,186
10	All Star Revue (NBC)	8,153

PER CENT OF TV HOMES REACHED IN PROGRAM STATION AREAS

Rank	Program	Homes %
1	I Love Lucy (CBS)	66.0
2	Colgate Comedy Hour (NBC)	63.6
3	Godfrey's Scouts (CBS)	59.6
4	Texaco Star Theatre (NBC)	59.1
5	Life With Luigi (CBS)	56.7
6	Dragnet (NBC)	52.5
7	Godfrey & Friends (Liggett & Myers Tobacco Co.) (CBS)	52.3
8	Pabst Blue Ribbon Bouts (CBS)	51.7
9	Gangbusters (NBC)	49.1
10	Nixon Speech (NBC)	48.9

Copyright 1952 by A. C. Nielsen Co.

'Lucy' Tops Trendex Oct. 1-7 Ratings

TOP 10 Trendex ratings for network evening programs during week of Oct. 1-7 are as follows:

Rank	Program	Homes %
1	I Love Lucy (CBS)	60.2
2	Talent Scouts (CBS)	46.2
3	Gangbusters (NBC)	45.7
4	Life With Luigi (CBS)	39.7
5	Godfrey & Friends (CBS)	39.5
6	Toast of the Town (CBS)	37.6
7	Groucho Marx (NBC)	36.1
8	Your Show of Shows (NBC)	34.2
9	Racket Squad (CBS)	33.6
10	Jack Benny (CBS)	33.5

* * *

Westerns Are Favored By 70% of Parents

ADULTS who are not parents are more outspoken than parents in charging that western programs on TV are injurious to children.

This was revealed by a survey by Advertest Research, New Brunswick, N. J. Total of 766 personal interviews with both viewers and non-viewers of western programs was conducted in the New York metropolitan area.

Results showed that 70% of families with children consider westerns as good entertainment for children. Only 59% of non-parents agreed.

Of the parents, only 23% in comparison to 36% of non-parents believe that westerns lead children to undesirable habits. Some 5% of the parents favored banning westerns while 13% of the non-parents were for such a ban.

In addition, the study showed a 6% increase in the number of families viewing western programs over 1951, with 18% more of the families with children viewing than those without children.

* * *

Ross Reports Surveys TV Filmed Commercials

NEARLY 5,000 TV film commercials are listed in the Ross Reports survey of video commercials on film used between Aug. 1, 1951, and last July 31. Volume lists these film announcements by sponsor, agency and producer.

In a foreword, the report reviews progress made during the year, noting that filmed commercials are now marked by "simplicity and sincere salesmanship" and that "slick techniques and improvement in filmed results has sparked a move away from live commercials for many network shows." The 66-page book is published by Television Index, New York, and sells at $5 a copy.

Weekly Television Summary— October 27, 1952—TELECASTING Survey

City	Outlets on Air	Sets in Area
Albuquerque	KOB-TV	16,500
Ames	WOI-TV	104,967
Atlanta	WAGA-TV, WSB-TV, WLTV	215,000
Baltimore	WAAM, WBAL-TV, WMAR-TV	422,253
Binghamton	WNBF-TV	95,000
Birmingham	WAFM-TV, WBRC-TV	122,000
Bloomington	WTTV	185,000
Boston	WBZ-TV, WNAC-TV	945,914
Buffalo	WBEN-TV	292,803
Charlotte	WBTV	244,842
Chicago	WBKB, WENR-TV, WGN-TV, WNBQ	1,188,419
Cincinnati	WCPO-TV, WKRC-TV, WLWT	374,000
Cleveland	WEWS, WNBK, WXEL	660,547
Columbus	WBNS-TV, WLWC, WTVN	237,000
Dallas-Ft. Worth	KRLD-TV, WFAA-TV, WBAP-TV	189,341
Davenport	WOC-TV	138,000
	Quad Cities Include Davenport, Moline, Rock Ise., E. Moline	
Dayton	WHIO-TV, WLWD	253,000
Denver	KFEL-TV, KBTV	60,000
Detroit	WJBK-TV, WWJ-TV, WXYZ-TV	817,000
Erie	WICU	174,680
Ft. Worth Dallas	WBAP-TV, KRLD-TV, WFAA-TV	189,341
Grand Rapids	WOOD-TV	223,961
Greensboro	WFMY-TV	128,576
Houston	KPRC-TV	187,500
Huntington-Charleston	WSAZ-TV	177,637
Indianapolis	WFBM-TV	265,000
Jacksonville	WMBR-TV	72,000
Johnstown	WJAC-TV	177,301
Kalamazoo	WKZO-TV	241,832
Kansas City	WDAF-TV	231,707
Lancaster	WGAL-TV	167,336
Lansing	WJIM-TV	110,000
Los Angeles	KECA-TV, KHJ-TV, KLAC-TV, KNBH KTLA, KNXT, KTTV	1,347,154
Louisville	WAVE-TV, WHAS-TV	179,820
Matamoros (Mexico), Brownsville, Tex.	XELD-TV	26,000
Memphis	WMCT	149,217
Miami	WTVJ	148,000
Milwaukee	WTMJ-TV	363,176
Minn.-St. Paul	KSTP-TV, WTCN-TV	329,200
Nashville	WSM-TV	80,380
New Haven	WNHC-TV	310,000
New Orleans	WDSU-TV	122,195
New York-Newark	WABD, WBS-TV, WJZ-TV, WNBT WOR-TV, WPIX, WATV	3,059,400
Norfolk-Portsmouth-Newport News	WTAR-TV	134,937
Oklahoma City	WKY-TV	152,731
Omaha	KMTV, WOW-TV	148,438
Philadelphia	WCAU-TV, WFIL-TV, WPTZ	1,086,000
Phoenix	KPHO-TV	67,400
Pittsburgh	WDTV	535,000
Portland, Ore.	KPTV (not yet estimated)	
Providence	WJAR-TV	227,000
Richmond	WTVR	141,888
Rochester	WHAM-TV	160,000
Rock Island	WHBF-TV	138,000
	Quad Cities Include Davenport, Moline, Rock Ise., E. Moline	
Salt Lake City	KDYL-TV, KSL-TV	89,820
San Antonio	KEYL, WOAI-TV	100,387
San Diego	KFMB-TV	153,850
San Francisco	KGO-TV, KPIX, KRON-TV	448,000
Schenectady-Albany-Troy	WRGB	230,100
Seattle	KING-TV	183,400
St. Louis	KSD-TV	433,000
Syracuse	WHEN, WSYR-TV	195,244
Toledo	WSPD-TV	203,000
Tulsa	KOTV	134,275
Utica-Rome	WKTV	79,000
Washington	WMAL-TV, WNBW, WTOP-TV, WTTG	386,799
Wilmington	WDEL-TV	120,479

Total Stations on Air 112* Total Markets on Air 66* Estimated Sets in Use: 18,910,150

* Includes XELD-TV Matamoros, Mexico

Editor's Note: Totals for each market represent estimated sets within television area. Where coverage areas overlap set counts may be partially duplicated. Sources of set estimates are based on data from dealers, distributors, TV circulation committees, electric companies and manufacturers. Since many are compiled monthly, some may remain unchanged in successive summaries. Total sets in all areas are necessarily approximate.

XUM

WMAR-TV

FIFTH ANNIVERSARY

SUNPAPERS TELEVISION
BALTIMORE • MARYLAND

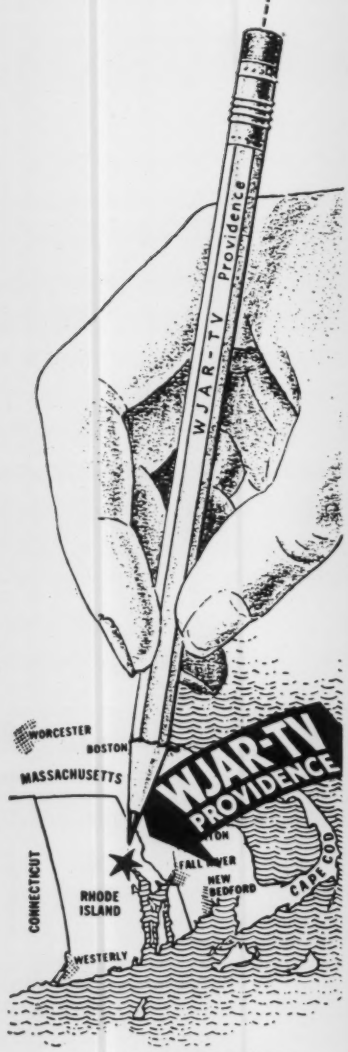
For your free copy of WMAR-TV's Fifth Anniversary Publication, Write to:

Anniversary Brochure
WMAR-TV
Baltimore 3, Md.

WMAR-TV TELEVISION

FIVE YEARS OF TV SERVICE TO MARYLAND

PINPOINT YOUR PERSISTENT SALESMAN



UNDUPLICATED COVERAGE IN 225,000 HOMES WITH PERSISTENT SELLING TO MORE THAN 675,000 PEOPLE . . . IN PROSPEROUS SOUTHERN NEW ENGLAND

Represented Nationally by
Weed Television
In New England — Bertha Bannan

Oregon Hearing Highlighted by Resignation

(Continued from page 68)

mistake?" Mr. Blume questioned the witness.

"That we did not conduct a more thorough investigation of Mr. Stiles and perhaps make a further attempt to disclose his background," was the reply.

"Are you pretty familiar with his background now?" the attorney asked.

"No, I am not," the witness said. "There is something there that he won't tell me and I can't find out."

Relating that his counsel on Monday had checked Mr. Stiles' previous employer in Phoenix, the witness testified, "I say I don't know whether it is true or not, but it seems when Mr. Stiles left his employment at this station in Phoenix, KPHO, I believe, the engineers, the technicians, or some of the station personnel walked off the job with him and the station had to go off the air until they could fly in a new crew. That is a pretty serious thing in my mind."

It was later explained Mr. Stiles said he once was with KPHO-TV when employed by the applicant but the reference was not checked at that time.

"Did Mr. Stiles make a recommendation to you at any time as to what type of equipment to use?" Mr. Blume asked the witness.

"Yes, he did," Mr. Meier replied. "I can recall very definitely my asking him why he preferred DuMont over RCA. Personally not knowing anything about it, I could not get into a technical argument, and he said 'We have decided on DuMont equipment' and I asked him why."

Earlier in the week, on Monday, Mr. Meier testified he had met Mr. Stiles last April. He said the applicant needed expert advice and Mr. Stiles was recommended by DuMont executives Comdr. Loewi and Mr. Taylor.

Mr. Meier, who is also secretary of Portland's Meier & Frank Dept. Store, testified on Monday respecting the Colwell incident. He said he is next door neighbor to Frank Belgrano, president of the First National Bank of Portland.

Asked if he talked with Mr. Belgrano respecting Mr. Colwell's interest in Columbia Empire Telecasters, Mr. Meier replied, "If I may preface it by the use of a cliche, I believe a mountain has been made out of a molehill."

The witness said he met Mr. Belgrano at a social function Sept. 21 at the home of Aaron Frank, president of Meier & Frank and Mr. Meier's cousin.

"It was the day after KPTV had gone on the air and television was the main subject of conversation," the witness said. "I mentioned I had just seen an amended application of Columbia Empire Telecasters and commented that I noted one of his associates appeared in that amendment." The bank official was Mr. Colwell, the witness indicated.

Mr. Meier testified Mr. Belgrano was interested in the matter so Mr. White showed the bank president a photostat of the amendment the next day.

Mr. White had testified Oct. 16 of his visit to the bank president. Questioned by Columbia Empire's counsel as to the reason, Mr. White said, "I was making inquiry verbally as to what the policy of the bank was in connection with officers of the bank making investments in a competitive situation. I happen to be a customer of the bank."

Letter of Oct. 15

The witness testified he wrote a letter to Mr. Belgrano on Oct. 15 to solicit the bank's policy at the request of the bank president. He did not have a copy with him at the hearing.

Columbia Empire's counsel asked the witness, "Did you, on behalf of Oregon Television and your fellow-stockholders, ever attempt to bring any pressure on Mr. Belgrano to force Mr. Colwell out of Columbia Empire Telecasters?"

Mr. White answered, "No," after his counsel objected to the question but was overruled by the examiner.

In the Wichita hearing, which began last week, applicants for Channel 10 argued engineering. The three applicants are KAKE, Sunflower Television Co. and Mid-Continent Television Inc.

Sunflower principals are oilmen E. V. Yingling and W. L. Hartman, radio station representative George P. Hollingbery, *Junction City* (Kan.) *Union* publisher John D. Montgomery, and Coca-Cola franchise holder Virgil S. Browne Jr. Mid-Continent is owned by Theodore Gore and S. O. Boren.

Engineering for Wichita's Channel 3 was stipulated and that hearing was tentatively scheduled to resume Nov. 12. The contesting applicants are KANS, owned by O. L. Taylor, broadcast station representative, *Wichita Eagle's* KFH, and Wichita Television Corp. Inc., whose major stockholder is George M. Brown, local businessman.

The Wichita hearing is being heard by Examiner H. B. Hutchison. FCC counsel is David Kraushaar; engineering counsel, Jerome F. Padberg.

The two applicants seeking Wichita's Channel 16 are C.W.C. Co., owned by theatre exhibitor Stanley H. Durwood and the *Wichita Beacon's* KWBB. Their hearing was recessed indefinitely.

In the Tampa-St. Petersburg hearing, the *Tampa Tribune's* WFLA completed its case and *St. Petersburg Times'* WTSP began its presentation for Channel 8.

WFLA proposed to spend $978,870 to build its station. For the first year of operation, expenses will be $535,105.64, with income estimated at $301,105.48. Station plans a TV staff of 72 and a base Class A rate charge of $150. WFLA profits before taxes were $76,345.63 for the first nine months of 1952, and $135,980.64 for the same months of 1951. Major *Tampa Tribune* owners are also principals in the *Richmond* (Va.) *News Leader*, which owns WRNL there. *Tampa Tribune* listed current assets of $1,091,520 and current liabilities of $427,768.

WTSP Expenditure

WTSP plans to spend $1,057,801 in constructing its TV station. First year's operations are estimated at $635,000; income at $450,000. A staff of 55 is proposed. Rate card is scheduled to carry a $300 Class A charge the first year, to be increased by $100 the second year and again the third year. WTSP listed current assets of $306,273.65; current liabilities of $21,438.81, and a surplus of $94,198.28. WTSP is 96.5% owned by Nelson Poynter, who also publishes the *Congressional Quarterly*, Washington, D. C. F. Joseph Kelley, general manager of the station, is a 3.5% stockholder. *St. Petersburg Times* listed current assets of $426,789.85; liabilities of $374,829.34.

The other Channel 8 contestant is Tampa Bay Area Telecasting Corp., owned by Florida realtor Robert James, truck dealer R. W. Evans, WJZ-TV New York general manager John Trevor Adams, Sherman & Marquette executive Harry W. Bennett Jr., William Esty executive John S. Houseknecht and Ellington executive Hal James.

In the Channel 13 Tampa case, the WDAE and Orange Television Broadcasting Co. petition, asking that an amendment by Tampa Television Co. be denied, was passed up to the Commission when Hearing Examiner Basil P. Cooper refused jurisdiction. Tampa Television,

WBRE-TV, WSLS-TV

NBC-TV Signs New Stations

AFFILIATION with NBC-TV of two new television stations currently under construction was announced last week by Harry Bannister, NBC vice president in charge of station relations. Stations are WBRE-TV Wilkes-Barre, Pa., and WSLS-TV Roanoke, Va.

WSLS-TV, owned by the Roanoke Broadcasting Co., which also operates WSLS, NBC's radio affiliate, will operate on Channel 10 and is expected to take the air on or about Dec. 15. It will be under the direction of James Moore, vice president and general manager.

WBRE-TV will operate on uhf Channel 28. It is owned by Louis G. Baltimore, owner and operator of WBRE, NBC radio affiliate, and is expected to begin operations on or about Dec. 1.

which is 20% owned by W. Walter Tison (WALT Tampa), asked to be permitted to increase costs of construction, specify new transmitter site and increase antenna height. Opposition claimed that this is a substantial amendment and is foreclosed by the FCC's 20-day rule.

WDAE is owned by the *Tampa Times*, and Orange Television by department store executives David A. Falk and Frank E. Mandel.

Hearing for Denver's Channel 4 last week saw the case for KMYR completed and the beginning of presentation by KOA. KMYR is owned by F. W. and A. G. Meyer, plus 20 other stockholders, mostly local businessmen.

It plans to spend $516,000-$541,000 on construction, depending on whether some facilities are leased or bought. It estimated its first year operating costs, with a staff of 53, to be $570,185. It proposed to establish a $250 Class A charge. Station listed current assets as $149,063.59; liabilities, $40,123.81. KMYR made $18,102.07 after taxes in 1950; $17,974.11 after taxes in 1951.

Hooper Adds Four

FOUR additional stations have been reported to have signed for C. E. Hooper Inc.'s new 40-city service, "TV-Area Hooperatings." They were: WFAA-TV, KRLD-TV and WBAP-TV Dallas-Fort Worth, and KOTV (TV) Tulsa.

CBS-TV OUTLETS

KTBC, WAFB, KGMB Sign

CBS-TV has signed TV channel grantees in Texas and Louisiana as primary supplementary interconnected affiliates and one in Hawaii as a primary affiliate, Herbert V. Akerberg, vice president in charge of station relations, said last week.

KTBC-TV Austin, Tex., contract is effective Dec. 1. The station, assigned vhf Channel 7, is being constructed and will be operated by Texas Broadcasting Corp., licensee of KTBC. J. C. Kellam is general manager of both radio and TV outlets.

WAFB-TV Baton Rouge, La., pact becomes effective Jan. 1. Owned by Modern Broadcasting Co., licensee of WAFB, the station will operate on uhf Channel 28. Like its AM affiliate, it will be under the general management of Tom E. Gibbons.

Primary affiliation of KGMB-TV Honolulu, "farthest outpost of television," will be effective Dec. 1 when station officials expect to begin operations. Hawaiian Broadcasting System, licensee of KGMB, is assigned vhf Channel 9. C. Richard Evans, general manager and former general manager of KSL Salt Lake City, said RCA equipment is expected to arrive about Nov. 20.

ADMIRAL SIGNS

To Sponsor Bishop Sheen

ADMIRAL Corp. will sponsor Bishop Fulton J. Sheen's *Life Is Worth Living* series on DuMont TV Network, it was announced last week by Admiral's President Ross D. Siragusa.

The contract, extending for one year with options to renew for two more, represents an annual expenditure of $1 million and calls for 26 weekly talks by Bishop Sheen from November through May.

The series starts Nov. 18 and is scheduled in the time period it occupied last year, Tuesday 8-8:30 p.m., opposite Milton Berle on NBC-TV, and Eddie Albert's *Leave It to Larry* on CBS-TV. ABC-TV does not program in that period.

It was understood arrangements call for opening commercials of the institutional type, with direct selling limited to the closing commercial. There will be no middle commercial.

The signing marks Admiral's return to regular television sponsorship. The company sponsored ABC's radio and television coverage of the national political conventions and it will sponsor election night coverage on the same networks.

The contract for the Bishop Sheen series was between Admiral and Mission Humanity and it was understood his fee would be turned over to the latter organization, of which he is national director. Mission Humanity is the subsidiary of the Society for the Propagation of the Faith, of which the prelate also is national director, and is a member of the voluntary agencies of the United Nations. It dispenses funds to hospitals, leprosaria, dispensaries, homes for the aged, and orphanages throughout the world. Last year it aided an estimated 53 million persons of all creeds.

NARTB TV BOARD

Decides on Florida Meet

NARTB'S Television Board will meet Dec. 8-9 at Cat Cay Island, off the Florida East Coast, regardless of the outcome of efforts to revive the NBC affiliates convention originally scheduled for the first week of December at Boca Raton, Fla.

The combined Radio and Television Boards of NARTB will meet in Washington Dec. 3-4 instead of Miami Beach Dec. 5-6, as originally scheduled [B•T, Oct. 20]. A separate meeting of the radio board is slated Dec. 3-4, after the combined boards have acted on proposed amendments in the by-laws.

TEXAS-TV Stores, San Antonio, Tex., distributor, will stage an audio show Nov. 3-8 as part of its Open House Week. High-fidelity products of more than 35 manufacturers will be demonstrated.

3,000,000

people in 103 counties spend $1,828,557,000 in an area covered by WSAZ-TV Home-town Station for Huntington and Charleston.

1951-52

MARKET DATA

TOTAL AREA

POPULATION	3,299,300
FAMILIES	812,000
RETAIL SALES	1,828,557,000
FOOD SALES	479,404,000
DRUGS SALES	48,506,000
EFFECTIVE BUYING INCOME	2,873,118,000

SOURCE: Sales Management "Survey of Buying Power," May 10, 1952.

84,000 WATTS ON CHANNEL 3

WSAZ-TV

HUNTINGTON, WEST VIRGINIA

For full details on rates and availabilities to stake out your claim in this rich new market, wire, call, or write Lawrence H. Rogers II, General Manager, or contact your nearest office of The Katz Agency, Inc.

"WORLD'S MOST POWERFUL TELEVISION STATION"

CROSLEY'S REPLY

Points to Public Benefit

THE PUBLIC will benefit far more from power boosts granted the three Ohio TV stations of Crosley Broadcasting Corp. than from a more "exacting" application of the FCC's multiple ownership rules. This is argued by Crosley in its reply to the Commission's notice of inquiry into the signal overlap problem. Crosley asks grant of the bids without hearing.

In behalf of WLWT (TV) Cincinnati, WLWC (TV) Columbus and WLWD (TV) Dayton, Ohio, together representing a multi-million dollar investment, Crosley pointed out that FCC considered the overlap problem once before when issuing the construction permit for WLWD in 1947. The petition also noted the applications "are in strict conformance with the allocation plan and other requirements specified in the Commission's Sixth Report and Order."

FCC Ordered Changes

The three Crosley outlets were required to change channels, as were 27 other existing stations, in the final allocation order [B•T, April 14].

The Crosley petition was submitted to the Commission last week by Duke Patrick of Hogan & Hartson, Washington counsel of Crosley, in response to FCC's notice in mid-September that the channel-change applications, because of the overlap situation, "involve multiple ownership question which indicates necessity of hearing" [B•T, Sept. 22]. FCC contended there would be Grade A overlap between the Cincinnati and Dayton stations and Grade B overlap between all three outlets.

At the same time, the Commission had notified WGAL-TV Lancaster, Pa., and WDEL-TV Wilmington, Del., both Steinman stations, of a similar problem of overlap involved in pending channel change and power boost applications.

At that time, FCC issued conditional grants for changes of frequency to the Crosley stations, requiring them to continue operation with their present power. Similar conditional grant was issued to WGAL-TV for change from Channel 4 to Channel 8.

Crosley's WLWT was conditionally granted a change from Channel 4 to Channel 5, WLWD from Channel 2 to 5 and WLWC from Channel 3 to 4.

In both cases, Comr. George E. Sterling dissented from the majority action. He argued full power should be approved along with the channel changes, indicating the overlap problem was created by FCC's new engineering standards, not the applicants, and must be recognized as such.

The Crosley petition reviewed the firm's pioneering in TV since 1937 and pointed out the three stations were the first or among the first to begin operation in each city. WLWT was the first such station at Cincinnati, being granted in November 1946. WLWC, first in Columbus, was approved at the same time, the petition said, while WLWD, the first TV outlet applied for at Dayton, was the second granted and put into operation there. This delay was caused by FCC's overlap inquiry, resolved in favor of Crosley with the grant in April 1947, it was indicated.

Crosley Didn't Object

The petition pointed out FCC's Sixth Report noted the Crosley stations did not object to the frequency changes proposed by the Commission and in each station's case said "an appropriate authorization will be issued" to specify the operation on the channel proposed by FCC.

"From the outset of Crosley's operations at Cincinnati, Columbus and Dayton every effort has been made to develop and promote television broadcast service," the petition said, noting large sums were invested to provide the best facilities and programming. Respecting its investment, Crosley stated:

As of Nov. 30, 1951 the combined cost values of the fixed assets of the three stations, exclusive of fixed assets used jointly for radio and television in Cincinnati, total $2,309,096.78. An additional amount of $400,000 represents the cost of land, buildings and equipment devoted to television purposes but used jointly with its radio broadcast operations in the Cincinnati area. The actual operating cost, including program expenses, of stations WLWT, WLWC and WLWD since the commencement of their operations, total $6,292,087.31 and no profit was realized from the operation of any of these stations until the fiscal year ending Nov. 30, 1951. As of that date and even allowing for these profits the combined net operating loss of WLWT, WLWC and WLWD amounted to $911,577.96.

The petition explained that Sec. 3.636(a) of the Commission's rules provides that, "No person (including all persons under common control) shall, directly or indirectly own, operate or control more than one television broadcast station that would serve substantially the same area as another television broadcast station owned, operated or controlled by such person."

"Reduced to simplest terms," the petition asserted, "this regulation would prevent Crosley from owning or operating any two of the three stations . . . if any two of them 'served substantially the same area.' That they do not do so is manifest not only from the physical facts but from all considerations which the Commission has employed in construing and applying similar language for similar purposes in its AM multiple ownership rules (Sec. 3.35)."

The Crosley petition noted that while all three cities are in Ohio, "their individual markets, industries, populations and characteristics are as distinct and different as if they were located in different states and separated by hundreds of miles rather than by fractions of that distance."

The petition said FCC "has given full recognition to these physical facts by allocating three vhf channels for use in Cincinnati, three in Columbus and two in Dayton; by placing them in Group B-2 for processing purposes; and by not even computing the distances in miles to the main transmitters in use by stations located elsewhere."

The petition contended that "throughout each stage in the construction and operation of its stations, Crosley has recognized the separate and individual requirements of the cities . . . Crosley maintained separate staffs and studios and originated separate programs for each of the cities in question." The petition continued:

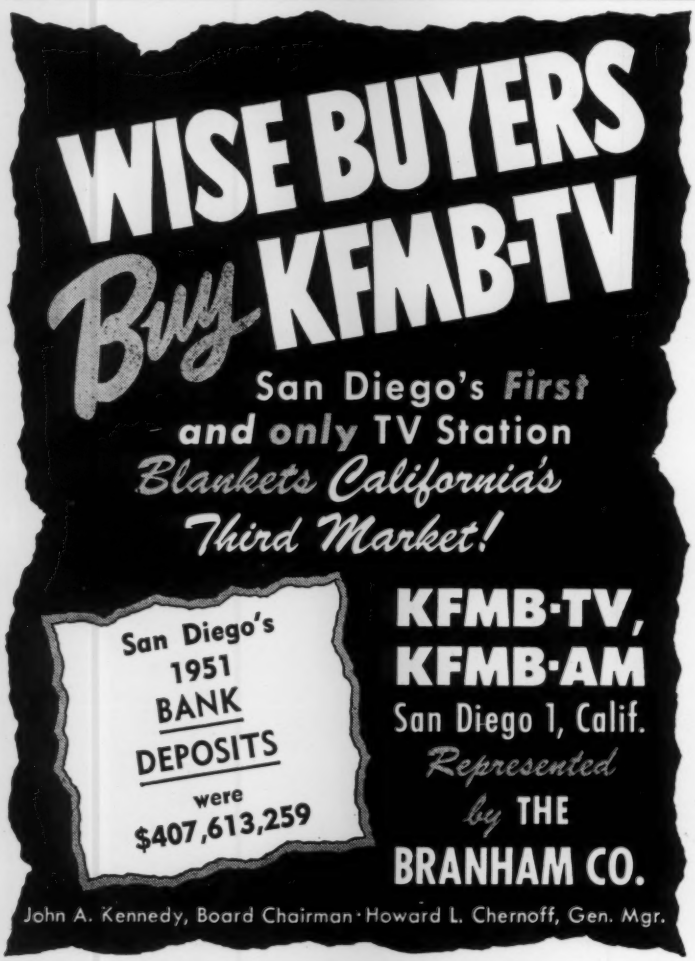
The fact that certain signal contours of these stations overlap under the operation proposed by Crosley and authorized by the Commission as a result of the original grants in 1946 and 1947; the fact that there is some degree of overlap resulting from present operation, as well as the fact that such overlap of signal contours would continue under the proposals made in the applications now under consideration, does not change the basic fact that the stations never did, do not now, and never will "serve substantially the same area." The vagaries of service, the fallacy of predictions of service based upon signal strength alone and all the other uncertainties in this developing and growing service were recognized by the Commission in its Sixth Report (Paragraphs 88 and 91) as well as in its Memorandum Opinion and Order of Oct. 7, 1952 (In re: Applications of Westinghouse Radio Stations, Inc., et al., Docket No. 9138, et al.).

These pronouncements and the facts which underlie them, demonstrate by proof positive that the operation proposed by the applications now under consideration cannot and will not violate either the letter or spirit of Section 3.636 of the Commission's Rules.

In interpreting and applying Sec. 3.35 of the rules pertaining to multiple ownership of AM stations, the petition said, "the Commission has made many pronouncements regarding the object and purpose of rules of this nature." The gist of what has been said amounts to this:

The Commission has decided each case involving multiple ownership on its merits after consideration of all pertinent facts. Section 3.35 of its Rules is not an absolute bar to a grant in every instance where there is an overlap of service areas of two stations under common control. However, overlap of service areas of two stations under common control is a factor to be considered in cases involving comparative consideration between one of these stations and another applicant, although it is not in itself controlling. (*Lubbock County* Broadcasting Co., 4RR 493). Here no question of comparative use is presented. The sole question is whether or not an organization which has accepted the financial and other risks incident to the development of a television broadcast service to the communities in question will be permitted to further develop that use to the additional benefit of the general public and in the manner which is accorded others situated elsewhere. There is no room for the application of this rule or the reasons which underlie its adoption to the situation now under consideration.

Crosley explained the channel changes will cost about $200,000 and the additional power boosts, when approved, another $300,000.



TV Grants and Applications

(Continued from page 64)

227 kw visual, 124.7 kw aural; antenna height above average terrain 689 ft., above ground 643 ft. Estimated construction cost $392,300, first year operating cost $184,000, revenue $225,000. Post Office address P. O. Box 58, Charlotte, N. C. Studio and transmitter location 3229 South Blvd., ½ block SW of Charlotte city limits, near South Blvd. intersection with Hartford Ave. Geographic coordinates 35° 11' 42" N. Lat., 80° 52' 16" W. Long. Transmitter DuMont, antenna RCA. Legal counsel Roberts & McInnis, Washington. Consulting engineer George E. Gautney, Washington. Principals include **Francis M. Fitzgerald** (50%), president, general manager and 49% owner of WGIV Charlotte, and **George D. Patterson** (50%), owner of own building contracting firm and real estate development. City priority status: Gr. B-4, No. 199.

DALLAS, Tex.—Trinity Bcstg. Corp. (KLIF), uhf Ch. 29 (560-566 mc); ERP 50 kw visual, 25 kw aural; antenna height above average terrain 491 ft., above ground 539 ft. Estimated construction cost $338,700, first year operating cost $275,000, revenue $275,000. Post Office address 2104 Jackson St., Dallas. Studio and transmitter location 2004 Jackson St., 1 mi. east of KRLD-TV tower. Geographic coordinates 32° 46' 55" N. Lat., 95° 47' 16" W. Long. Transmitter and antenna RCA. Legal counsel Cohn & Marks, Washington. Consulting engineer Weldon & Carr, Washington. Principals include President **Barton R. McLendon** (50%), 20% owner of Tri-State Theatres (motion picture exhibition), Dallas, and Vice President **Gordon B. McLendon** (49%), 20% owner of Tri-State Theatres. Applicant also is licensee of KELP El Paso, Tex., and KLBS Houston, Tex. City priority status: Gr. B-2, No. 155.

WICHITA FALLS, Tex.—R. E. Chambers, vhf Ch. 6 (82-88 mc); ERP 33 kw visual, 16.5 kw aural; antenna height above average terrain 447 ft., above ground 483 ft. Estimated construction cost $402,500, first year operating cost $250,000, revenue $220,000. Post Office address 2208 Avondale Ave., Wichita Falls, Tex. Studio location to be determined. Transmitter location 1¾ mi. west of Wichita Falls. Geographic coordinates 33° 53' 45" N. Lat., 98° 33' 45" W. Long. Transmitter DuMont, antenna RCA. Legal counsel A. Harry Becker, Washington. Consulting engineer Vandivere, Cohen & Wearn, Washington. Sole owner of applicant is **R. E. Chambers,** independent oil business and Houston (Tex.) attorney from 1942 to 1948. City priority status: Gr. A-2, No. 56.

APPLICATIONS MODIFIED

FORT SMITH, Ark. — Southwestern Pub. Co. (KFSA), uhf Ch. 22 (518-524 mc); ERP 263 kw visual, 144.5 kw aural; antenna height above average terrain 273 ft., above ground 349 ft. Estimated construction cost $363,850, first year operating cost $244,400, revenue $260,000. Studio and transmitter location 920 Rogers Ave. Geographical coordinates 35° 23' 02" N. Lat. 94° 25' 22" W. Long. Transmitter DuMont, antenna GE. (Change from vhf Ch. 5.) [For application, see TV Applications, B•T, July 7.] City priority status: Gr. A-2, No. 84.

SAN BERNARDINO, Calif. — KITO Inc. (KITO), uhf Ch. 18 (494-500 mc); ERP 86 kw visual, 46 kw aural; antenna height above average terrain 3,688 ft., above ground 110 ft. Studio location 569 Fourth St. Transmitter location in San Bernardino County. Geographic coordinates 34° 14' 10" N. Lat., 117° 14' 42" W. Long. Transmitter DuMont, antenna GE. [For application, see TV Applications, B•T, May 12.] City priority status: Gr. A-2, No. 64.

WATERBURY, Conn. — WATR Inc. (WATR). Application amended to show change in geographical coordinates to 41° 33' 42" N. Lat., 72° 50' 41" W. Long. Transmitter location West Peak, Meriden, Conn., near WDRC-FM and WMMW-FM. [For application see TV Applications, B•T, June 30.] City priority status: Gr. B-1, No. 7.

NORTH ADAMS, Mass. — Greylock Bcstg. Co. (WBRK Pittsfield, Mass.), uhf. Ch. 74 (830-936 mc); ERP 1 kw visual, 500 w aural; antenna height above average terrain 570 ft., above ground 193 ft. Studio location to be determined. Transmitter location on Mohawk Trail near Strykers Road 2.45 mi. east of center of North Adams. Geographic coordinates 42° 41' 44" N. Lat., 73° 03' 49" W. Long. Transmitter and antenna GE. (Change from uhf Ch. 15.) [For application, see TV Applications, B•T, July 14.] City priority status: Gr. A-2, No. 240.

KANSAS CITY, Mo. — The KCKN Bcstg. Co. (KCKN), vhf Ch. 5, ERP 100 kw visual, 50 kw aural. Change antenna height above average terrain to 774 ft., above ground to 704 ft. [For application, see TV Applications, B•T, July 14.] City priority status: Gr. B-4, No. 186. (Applicant seeks Kansas City, Mo., channel.)

BUFFALO, N. Y.—Chautauqua Bcstg. Corp. Amended application to change stock and stockholders and to change transmitter location to 237 Main St., Buffalo. [For application, see TV Applications, B•T, Aug. 11.] City priority status: Gr. B-4, No. 181.

WACO, Tex.—Waco Television Corp. Amended application to show increase in capitalization, additional financial data and proposed programming changes. [For application, see TV Applications, B•T, July 7.] City priority status: Gr. A-2, No. 38.

MILWAUKEE, Wis.—Milwaukee Area Telecasting Corp. vhf Ch. 12 (204-210 mc); ERP 316 kw visual, 158 kw aural; antenna height above average terrain 999 ft., above ground 916 ft. Studio location to be determined. Transmitter location 15 mi. SW of Milwaukee, 2 mi. north of Prospect; 4.4 mi. SE of Waukesha on County Road Y. Geographical coordinates 42° 58' 21" N. Lat., 88° 09' 40" W. Long. Transmitter and antenna RCA. [For application, see TV Applications, B•T, July 28.] City priority status: Gr. B-4, No. 182.

WAUSAU, Wis. — Wisconsin Valley Television Corp., vhf Ch. 7, ERP 100.5 kw visual, 60.4 kw aural; antenna height above average terrain 748 ft., above ground 474 ft. Studio location to be determined. Transmitter location 4 mi. SW of Wausau on Rib Mtn. Road, on Rib Mtn., near site of WHRM (FM). Geographic coordinates 44° 55' 03" N. Lat., 89° 40' 30" W. Long. [See application, TV Applications, B•T, Oct. 20; engineering sections submitted too late for inclusion with application at that time.] City priority status: Gr. A-2, No. 160.

EXISTING STATIONS

Changes Requested

KMTV (TV) OMAHA, Neb. — May Bcstg. Co., vhf Ch. 3. Requests mod. CP (which authorized changes in existing station) to change ERP to 100 kw visual, 50 kw aural. Antenna height above average terrain 591 ft.

WKTV (TV) UTICA, N. Y.—Copper City Bcstg. Co., vhf Ch. 13. Requests CP to increase ERP to 221.8 kw visual, 118.5 kw aural; antenna height above average terrain 794 ft., above ground 447 ft. Estimated cost of new equipment $83,590. Transmitter GE.

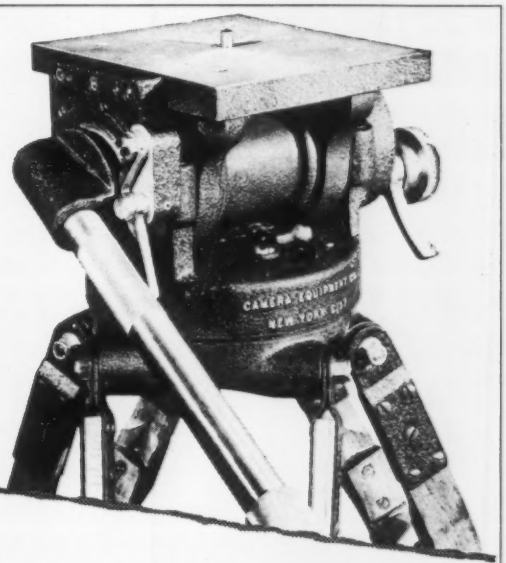
UNION DISPUTE

Cancels ABC-TV Program

ABC-TV canceled the weekly *United—Or Not* program Monday for the second time as mediation efforts with the National Assn. of Broadcasting Engineers & Technicians (CIO) failed.

NABET engineers employed at ABC-TV refused to take a "feed" from cameras operated by members of the International Brotherhood of Electrical Engineers (AFL), who handle the program for the United Nations Correspondents Assn. A similar dispute with NBC-TV was settled when the network made arrangements to send a camera to the UN meeting hall [B•T, Oct. 20].

From Station Break to Feature . . . the NEW "BALANCED" *TV Tripod* is doing a whale of a job every day!



"BALANCED" TV TRIPOD mounted on 3-wheel portable collapsible dolly illustrated.

We THREW THE book away and engineered a brand new "BALANCED" Tripod for every photographic and video need. The result—a revelation in effortless operation, super-smooth tilt and 360° pan action.

PERFECT BALANCE prevents mishap if the lock lever is not applied. Quick release pan handle locks into desired position. Mechanism is enclosed, rustproof, needs no lubrication. Tension adjustment for Camera Man's preference. Built-in spirit level. Telescoping extension pan handle. We defy you to get anything but the smoothest, most efficient operation out of this tripod beauty.

WE CALIBRATE LENSES . . . Precision "T" STOP CALIBRATION of all type lenses, any focal length. Our method is approved by Motion Picture Industry and Standard Committee of SMPTE. Lenses coated for photography. Special TV coating. Rapid service.

WE RENT AND SERVICE CAMERAS * MOVIOLAS * DOLLIES . . . Complete line of 35mm and 16mm equipment available for rental.

MITCHELL: Standard, Hi-Speed, BNC, NC, 16mm. Bell & HOWELL: Standard, Shiftover, Eyemos. MAURER: 16mm Cameras. ARRIFLEX. MOVIOLA: Editing machines, Synchronizers.

WE DESIGN and manufacture Lens Mounts and camera equipment for 16mm — 35mm and TV cameras.

FRANK C. ZUCKER
CAMERA EQUIPMENT CO.
1600 BROADWAY NEW YORK CITY

IF YOU WORK WITH FILM . . .
It will pay you to get to know us. The country's foremost professionals depend upon our portable, versatile, adaptable equipment.

That nice "gal next door" knows all the latest recipes, all about what's new in the stores, what to do about beauty problems, is full of new ideas about decoration. Kay Larson is "the gal next door" to thousands of Central New York housewives who take time off each day at 3:15 for a friendly session with her in their TV rooms. You'll find this light-hearted participation show an ideal place to spot your product story.

FOR REAL RESULTS

say "WHEN"

CENTRAL NEW YORK'S MOST LOOKED AT TELEVISION STATION

Represented Nationally By the KATZ AGENCY

CBS • ABC • DUMONT

WHEN TELEVISION SYRACUSE

A MEREDITH STATION

film report

Sales . . .

Tele-Pictures Inc. has signed a $100,000 contract with KDYL-TV Salt Lake City, WCBS-TV New York and WMAR-TV Baltimore whereby each station may telecast 46 feature films of **Lippert Productions. Joseph P. Smith,** eastern division vice president, represented Tele-Pictures.

* * *

PSI-TV Inc., New York, film programming distributors and producers, has sold *China Smith* to **Lincoln - Mercury Dealers,** Baltimore, for **WAAM (TV)** Baltimore; **Iron City Beer Co.,** Pittsburgh, on WDTV (TV) Pittsburgh, and **Weil Furniture Co.,** Detroit, on **WXYZ-TV,** Detroit.

* * *

Al Simon Productions, Hollywood, is completing live action and animated TV film commercials in units of 12 for **Carnation Co.,** Los Angeles (evaporated milk), to be telecast on CBS-TV's *George Burns and Gracie Allen Show.* Agency is **Erwin, Wasey & Co., L. A.**

Cascade Pictures of California Inc., Culver City, is completing six animated TV film commercials for **Safeway Stores,** Oakland (Parade detergent). Agency is **Erwin, Wasey & Co., L. A.**

* * *

Distribution . . .

Producers Representatives, New York, is distributor of 40 motion pictures produced by **Cathedral Films,** Burbank, Calif.

* * *

Standard Television Co., Los Angeles, has acquired distribution rights to *Pan-American Showtime,* a half-hour musical TV series filmed in Central and South America by **Kemp-Brighton Productions.**

* * *

Availabilities . . .

Official Films Inc., New York, TV film producer and distributor, announces availability of a new 30-minute TV series, *Hollywood at Work.* **Robert J. Gurney** is the producer-director.

* * *

Cathedral Films, Burbank, Calif., has completed *I Beheld His Glory* and is offering the half-hour film for televising between Good Friday and Easter. The film is based on an story by **Rev. John Evans,** religion editor of the *Chicago Tribune.*

* * *

Production . . .

Standard Television Co., Los Angeles, and **Matty Kamp,** Hollywood producer-director, have completed arrangements for the filming of *The World Is My Beat,* a half-hour series of documentary TV films. The contract is estimated to ultimately involve $1 million.

PHONEVISION PAY

3 Ways Possible—McDonald

PHONEVISION can be used with three collection systems, Comdr. E. F. McDonald Jr., president of Zenith Radio Corp. and prime mover for the adoption of pay-as-you-see home TV, revealed in a letter to sports leaders recently.

"We have for a long period of time," Comdr. McDonald wrote, "been testing various methods [of collection and billing], and putting them into actual operation here at the factory. This has given Zenith a completely flexible Phonevision system which combines three collection methods in the same transmission to serve all homes in range of the television station, whether or not they have telephones. . . .

"With this flexible system, Jones will be charged on monthly billing, Smith will use a card purchased at the corner drug store, and Johnson will pay for his program by a coin box in his home, etc."

Zenith petitioned the FCC last March for commercialization of its subscription-TV Phonevision system [B•T, March 3]. The petition implied then that Phonevision could work by various methods, and was not irrevocably wedded to telephone line operation.

Other fee-TV systems are Skiatron's Subscriber-Vision, International Telemeter's coin-box method and RCA's system: Tollvision.

LIPPERT FILMS

January Release Expected

SOME 107 Robert L. Lippert motion picture films may be released in January. It is believed that release of the films hinges on their sale to more than 20 of Mr. Lippert's former movie partners and associates. The transaction is expected to be completed in early January.

Unable to produce any theatrical features since being blacklisted by Screen Actors Guild for selling movies to video after SAG's Aug. 1, 1948, cutoff date, Mr. Lippert is reported to be contemplating heavy TV film production after disposal of the remaining backlog. Meanwhile, Mr. Lippert is reported to be conferring with CBS about his producing feature films exclusively for TV.

Snow Crop Signs

SNOW Crop Marketers, New York (frozen foods), signs for sponsorship of quarter-hour of CBS Radio and CBS-TV *Arthur Godfrey Time* on staggered basis, alternating with French Sardine Co. (Star-Kist Tuna), effective Dec. 2. Snow Crop will sponsor simulcast of 10-10:15 a.m. segment on Tuesday and Thursday one week, and on Monday and Wednesday, plus Friday radio broadcast, the next. Agency is Maxon Inc., N. Y.

SAG FILM TALKS

Break on Commercials

SCREEN Actors Guild last week broke off collective bargaining negotiations with the American Assn. of Advertising Agencies and New York film producers following failure of the groups to come to agreement on wages and working conditions for actors in TV film commercials.

Talks ended in a stalemate Tuesday night in New York when agency representatives insisted on what the guild termed "virtually unlimited use" of the filmed spots for the payment of the actor's original fee.

Strike action was expected to be voted immediately by the guild's board of directors and its New York council, with approval by SAG's general membership at a Hollywood meeting on Nov. 9.

Guild's proposals include that one showing of the film would be allowed for the actor's original fee on a network TV program. For each additional network showing, the actor would be given added compensation, with no further telecasts of the commercial allowed beyond one year after making of the film.

For the original payment to the actor with a slight premium over minimum scale the agencies counter-proposed that it include rights to televise a filmed commercial on national networks (more than 30 stations) without limitation as to the number of times it could be shown on each station in a 13-week period and with no overall limitation on the life of the spot. They asked that 30 stations or less, situated anywhere in the country, be defined as a regional network.

For "wild spots" on station breaks, etc., on individual stations, SAG proposed that the actor's original fee allow unlimited use for four weeks. The full original fee would be paid for each added four-week use, with overall limitation of six months.

The agencies demanded that the original payments to the actor allow unlimited use for 13 weeks on a national basis and for 52 weeks on a local basis, with no restrictions on the overall life of the spot.

KDUB-TV DEBUT

Planned Within Three Weeks

KDUB-TV Lubbock, Tex., for which a construction permit was issued by FCC on Oct. 9, will be on the air within the next three weeks as the nation's fourth new TV station, and Texas' first, since the lifting of the licensing freeze, President W. D. (Dub) Rogers announced last week.

Assigned vhf Channel 13, the station originally was slated to start operations in late February but will be able to commence shortly through the use of an interim 5 kw transmitter at a temporary location atop the Lubbock National Bank Bldg., Mr. Rogers explained. Installation of the temporary transmitter is being handled by engineers of the Television Transmitter Div. of Allen B. DuMont Labs. and is now nearing completion, it was reported.

The announcement said negotiations had been completed for affiliations with CBS-TV and DuMont TV and that "additional network program coverage is planned."

From its temporary site KDUB-TV is expected to reach an area with approximately 120,000 population. When the station moves to its permanent location, Mr. Rogers said, Class A and B coverage should extend to 350,000 people. There currently are about 1,000 TV receivers in Lubbock, according to unofficial estimates.

Station equipment being installed by DuMont engineers at KDUB-TV are a master control console, picture monitor equipment, video and audio switching facilities, a monochrome scanner, synchronizing generator and image orthicon camera chain. Mr. Rogers formerly was vice president of KEYL (TV) San Antonio.

JOHN C. MULLINS (l), managing director of KPHO-TV Phoenix, Ariz., is on the receiving end of a playful but potential knockout punch thrown by Lauro Salas, former world's lightweight boxing champion. The boxer, in Phoenix for warmup bout prior to his title fight with Jimmy Carter, sparred with Mr. Mullins, a former amateur fighter himself. Occasion is cited to point up station's heavy sports coverage, including pickups of all coast-to-coast sport telecasts by the four TV networks and local remotes.

EMERSON URGES

Educational TV Aid

EMERSON Radio & Phonograph Corp. Thursday issued a pamphlet titled "Educational Television, a New Market for TV Receiver Sales," calling on 30,000 TV dealers to stimulate set sales by urging local communities to support noncommercial educational video stations.

The Emerson pamphlet told dealers that FCC's allocation of 242 educational TV channels opened "a vast new potential market for television manufacturers." If no community action is being contemplated, dealers should take the lead in obtaining support for educational television, the statement said.

Emerson's president, Benjamin Abrams, on June 23 announced his firm would award $100,000, or $10,000 each, to the first ten noncommercial educational TV stations on the air [B•T, June 30]. The pamphlet reproduced news stories in various newspapers and trade publications on the contemplated Emerson awards and featured President Truman's wire to Mr. Abrams congratulating Emerson for its support to educational television.

The increase in potential TV set sales, Emerson stated, would come from "more than a million elementary and secondary classrooms" and from people who would like "a wider choice of programming."

EDUCATIONAL TV

WLWT (TV) Offers Tower Use

EDUCATIONAL television in Cincinnati moved a step closer to realization last week when WLWT (TV) Cincinnati offered the Greater Cincinnati Educational Foundation use of its tower.

Announcement of the offer was made by Uberto Neely, foundation chairman and director, Radio-TV Arts Dept., Cincinnati College of Music. He said the tower use, if technically feasible, would save the foundation about $100,000. Although both WLWT and the proposed educational TV station would use the same tower, no engineering problems were anticipated. The offer is to be considered this week at a foundation meeting. The group currently plans a fund drive.

'Victory at Sea'

FORMAL presentation of the *Victory at Sea* films was made to Sir Alexander Cadogan, board of governors chairman of the BBC, by Edward D. Madden, vice president and assistant to the president of NBC, at a luncheon in London last week [B•T, Oct. 20]. Series, a 26-part film-and-music history of World War II naval operations produced by NBC in cooperation with the Admiralty and U. S. Navy, will be telecast weekly in Britain. Program's started NBC-TV yesterday (Sunday).

Your Super TV Time Salesman!

Gray Telops are used by more TV stations than any other 4x5 commercial slide projector! With the new Telop II you can make even retail commercials interesting and effective—*at low cost.* You get the professional studio effects of superimposition, lap dissolve, fade-out—more effective handling of weather reports, ticker tape news, time announcements, etc. Gray Telop II handles slides, photographs, artwork or cards . . . needs only one operator. *Write for Circular RD-101.*

GRAY RESEARCH and Development Co., Inc., 598 Hilliard St., Manchester, Conn.

PRESIDENT

Div. of The Gray Manufacturing Co.—Originators of the Gray Telephone Pay Station and the Gray Audograph

FLASH!

WAVE-TV OFFERS TOP AVAILABILITY!

A few topnotch spot participations are now available on "POP THE QUESTION", WAVE-TV's hilarious studio-audience participation show!

FORMAT: Each contestant is interviewed briefly, then pops a balloon which contains a question. If answered correctly, the contestant wins a prize and is eligible for the big jackpot question . . . Show also interviews celebrities and stages skits and pantomimes!

BOB KAY and **ROSEMARY REDDENS** are the dynamic MC's of "POP THE QUESTION". Two of Louisville's most sparkling television personalities, both have made numerous network appearances. Bob is particularly well-known for his smooth, persuasive delivery of commercials!

TIME: Tuesday from 1:00 to 2:00 — a wonderful weekday-afternoon time slot!

AUDIENCE: Big and getting bigger — home viewers are invited to participate by telephone, jamming our switchboard for hours!

CHECK WITH: F&P!

WAVE-TV
FIRST IN KENTUCKY
Channel 5

NBC • ABC • DUMONT
LOUISVILLE, KENTUCKY

FREE & PETERS, Inc.
Exclusive National Representatives

TV Filming Abroad

(Continued from page 65)

phoners, were acquired. Directing *The Silent Men* is Terence Fisher. Third in the series, *Foreign Legion* is being produced and photographed by Anthony Bartley who also devised original story. Daniel Birt is directing. Allen Gray, who scored "The African Queen," is also conducting an original score for the TV series.

Greatest difficulty in shooting TV film abroad, for the American market, according to Mr. MacDonald, is problem of using European personnel without loss of American flavor. This, Mr. MacDonald said, requires direct supervision by an American producer. However, American accents aren't too hard to come by with hundreds of Canadian actors available to fill the breach if talent from the U.S.A. isn't available.

For *Silent Men*, midwestener Robert Ayres, who is one of Mayfair's leading actors, was engaged. Charles McGraw, was imported from Hollywood to portray the lead in *Foreign Legion. International Theatre*, which seeks universal flavor, is using Clifford Evans, well-known British actor, in the lead.

Locations offer the choicest bait to American producers. This, says Mr. MacDonald, should be the major factor in determining European production. Dougfair would limit its production to Hollywood, he points out, except for fact that backgrounds provided in England and on the continent and elsewhere were required for the three NBC-TV shows.

Foreign Legion, for example, was filmed at Busanda in French North Africa, where through cooperation of the French government actual forts and a regiment of Spahis were employed. By arrangement with the Belgian government, all exteriors for *Silent Men* were filmed in Antwerp. Virtually every European capital is on schedule for filming of *International Theatre.*

Differing Opinions

Some other producers are of an opinion contrary to that of Mr. MacDonald.

Savings in production costs vary, according to figures shown BROADCASTING • TELECASTING by producers who declare the advantages outweigh disadvantages in filming outside the United States.

One estimated production costs on his half-hour musical features as around 33⅓% less in Mexico than in Hollywood. Another showed that his company was saving "about 40 percent" on a series of 13 half-hour mystery shows being made abroad. Still another revealed that difference in production of a series being made in units of 13 half-hour shows will be "more than 25%".

From figures on hand, one TV film producer said that a series of adventure films to be made in England and France will be shot for "below $10,000 per program". Cost in this country, he declared, would be about twice that figure.

Some of these projects are being financed with frozen funds and some with U. S. money. Others have a combination of European and American financial backing. Still others are "on their own." Much of the production however is still in the paper planning stage until the studio availability and/or money situation can be worked out.

Harlan Thompson and Frank Chapman, both well known in U. S. movie industry, in a tie-in with Thetis Films, plan to produce a series of 26 half hour musicals starring Gladys Swarthout, Dorothy Kirsten, Cesare Siepi and Ramon Vinay in Italy. Actual shooting, however, has been postponed because of the financial situation. It is reported that Margaret Bullock, Los Angeles department store heiress, was to invest $500,000 in the venture. Her death cancelled the financial backing.

Another American group headed by Ralph Serpe and said to be well financed is reported to be setting up headquarters at Ponti-DeLaurentis Studios in Rome to make a video film series. The D. M. Grattan Co. recently announced plans to shoot a series of half-hour operatic films in Rome.

Real Films' Release

In a tie-up with a British film producer, Real Films of Vienna expects to get underway shortly with a TV series for U. S. release.

Souvaine Selective Pictures, Paris, distributing foreign made theatrical films to art theatres and U. S. TV stations, also has plans to produce a video detective series in France. There is U. S. money backing this venture too.

Roland Reed Productions, Hollywood, has earmarked Italy as possible locale for an upcoming video series. It would be a joint financial venture by that company and an Italian production firm.

George F. Foley, president of the package firm bearing his name, is slated to leave New York Oct. 18 for a two-week trip to Paris and Rome to set up production units for 26 half-hour and 13 hour-long TV film dramas for syndication in the U. S.

The films, as yet untitled, are being financed partially by European capital. Production on the half-hour programs is scheduled to start in early December; on the hour films, in mid-January. Rotating casts will be used, composed largely of Americans in Europe.

LAWRENCE HUNTINGTON (l), English director and Douglas Fairbanks Jr., president Dougfair Corp., discuss settings for upcoming International Theatre *TV film series, being produced in England and Continental Europe.*

"The cost of producing such films in this country would be prohibitive," Mr. Foley asserted, "but European economics make such a project desirable. To produce half-hour dramas such as we have in mind would cost $22,000 per program in this country, while the hour-long programs would cost about $50,000 to produce here. We will bring them in for considerably less in Europe, where we will also be able to turn out a superior product."

Barry Series Planned

John Austin, former English motion picture producer, who recently formed John Austin Production with headquarters in New York, is readying an adventure series built around *Steve Berry*, fictional government investigator on overseas assignment. Three 30-minute films in the series are already completed, having been shot in Europe. They are "The Nelson Case," "An International Affair" and "International Rendezvous." Others in series will be filmed abroad.

He is also preparing a series of half hour subjects filmed in India and plans to shoot another in Japan. Sterling Television Inc., New York, will handle distribution.

His TV feature film "Intrigue," produced in England, is currently being released to stations.

Ziv Television Programs currently is shooting some location shots in Europe for use in future film programs. President John L. Sinn flew to Europe on Oct. 3 for about a month's visit, primarily on vacation but with possibility that he may supervise some location filming.

Jack Hoffberg, president Hoffberg Productions, and William Albach, representative Video Interfilm Corp., Berlin, months ago arranged for production in Western Germany for a 13 half-hour series of ballet and operetta films. Included are "Merry Wives of Windsor," Martha," "Tannhauser," and "The Flying Dutchman."

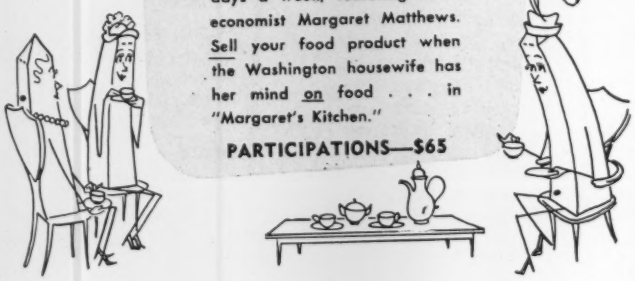
In addition 26 symphonic musicals and ballets, running 15 min-

Washington Watches Women's Shows

"MARGARET'S KITCHEN"
9:30-10 a.m.
Monday through Friday

NOW . . . WNBW offers a half-hour cooking series, five days a week, featuring home economist Margaret Matthews. Sell your food product when the Washington housewife has her mind on food . . . in "Margaret's Kitchen."

PARTICIPATIONS—$65



Watch Washington

Where do annual food sales amount to $1,246 per family? The place is Washington, D. C. Who is largely responsible for ringing up these figures? It's the women . . . who watch WNBW on the 386,799 sets in the Washington area.

WNBW 4 WASHINGTON

Represented by NBC Spot Sales

utes each, will also be produced. Each film will carry English commentary which will describe story behind music.

March of Time Inc., New York, recently completed a series of 26 quarter-hour ballet films, *Ballets de France*, in Europe which are now being offered to American TV stations.

Adolph Wenland Productions recently completed first in a series of half-hour TV musicals filmed at Cinematografica Cuanhtemoc, Mexico City. Series is titled *Around the World for a Song* and first film starred Andre Toffel, French actor-singer. Series will be produced in units of 13 programs, according to present plans. Ted Lewis is producer, and Fabian Andre, musical director. Burt Wenland heads the projected series as business manager.

Karl E. Moseby, vice president in charge of production for Scandinavian-American Television Co., is currently in Denmark filming the TV half hour *Hans Christian Andersen Tales* series. First 13 are scheduled to be completed by January to Interstate Television Corp., Hollywood, which has secured American distribution rights. Arthur Pierson directs. Thor Brooke is production manager with Malvin Wald script writer. Cooperation of Royal Danish Government and Andersen Society and Museum has been secured in filming series which incorporates Royal Danish Theatre, Ballet and Symphony Orchestra.

Crown Film Productions was to start shooting in September 13 half-hour video films under title of *Secret Assignment in Stockholm*. Thor Brooke has been assigned as producer-director.

In German Production

Walter Klinger, in charge of sales for Scandinavian-American Television Co. is enroute to Western Germany (Nov. 1) to act as production superviser and distribution head for a German motion picture production company which will enter the American TV market with new product.

Allegro Pictures Inc. and Bernard Tabakin, president, Tableau TV Ltd., Beverly Hills program packagers, and head of West Coast operations for PSI-TV Inc., have arranged with Jacques Gauthier, head of Enterprises Generale Cinematographique, Paris, for a half-hour TV film series to be made in France and its colonies.

Hollywood group will supply star, director, script and writer as well as handle U. S. distribution. Paris firm is to furnish production facilities and make available $1 million in francs. Films will be in English for U. S. market. Michel Bernheim, French director, is acting as Gauthier's production supervisor and will direct several of the films.

Crown Pictures International, formerly Exclusive Distributors, besides distributing films to television, plans to produce several series in foreign countries. Two are scheduled for production in England and one in Mexico, according to Lew Jackson, vice president.

Simmel-Meservy Television Productions recently sent Jackson Winter, photographer, on a seven months' round-the-world trip to film in color unusual locales for *Yesterday's World Today*, new 13 quarter-hour TV series.

Carl Swanstrom, executive producer, Swanstrom Productions, Hollywood, and Melbourne Turner, Montreal producer-director, recently formed Swanstrom-Turner Corp. to distribute each other's films.

With shooting scheduled to start next spring, Mr. Turner will produce and direct a 13 half-hour as yet untitled video series in color, with story built around Northwest Mounted Police. They will be produced in Quebec at the same time he makes two feature films. U. S. distribution of both the features and TV films will be handled by Mr. Swanstrom.

African Adventure Set

Breakston-Stahl Productions has started filming a 26 half-hour TV adventure series, *Safari Bill*, in color, in British East Africa and Belgian Congo. George Breakston and C. Ray Stahl will co-produce-direct from scripts by Mr. Stahl. Irene Breakston is associate producer. Cast includes Martha Hyer (Mrs. Stahl), film-TV actress. John R. Carter has been named tehcnical executive. Series will be released through United Artists.

American and British interests represented by Forrest Judd, president of Film Group Color Productions, Hollywood, recently joined with K. M. Modia, chairman of Western India Theatres Inc. and on a four-year lease took over the Central Studios and Minerva Studios in Bombay. They have been revamped for color production.

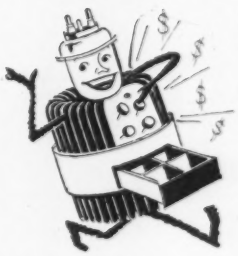
Mr. Judd is planning a series of 30 half-hour as yet untitled TV films to be shot in color in India. Interiors will be shot at Central Studios with exteriors in northern India. Ernest Haller who was cinematographer on "Monsoon" and "Jhansi-Ki-Rani," two features, recently made by Mr. Judd in India, will act as producer-photographer on the TV series.

Ken Krippene, who filmed "Lost Emeralds of Illa-Tica" for Sol Lesser Productions in Peru, has formed a TV production company with James Black, executive, Radio America, in Lima and Robert Colison of Panagra Airlines. They'll produce 52 13-minute TV adventure films with South American locales. Mr. Krippene will write and direct.

Sheldon Reynolds, producer of *Foreign Intrigue*, half-hour TV film series, being shown on a regional basis in this country, has leased studios and established production units in Paris and Stockholm. He also has under consideration a new

(Continued on page 87)

The tube with the "built-in cash register"



If you operate a 50-kw AM transmitter using high-level modulation . . . if you still use older-type, pure-tungsten filament tubes . . . then this high-power triode can literally save you thousands.

Take tube cost per hour, for instance: In a number of 50-kw "AM's", RCA-5671's are still operating after serving over 30,000 hours. Here, as a result of the longer life of the RCA-5671, actual tube cost runs about 4 cents an hour per tube!

Take filament-power cost, for instance: The thoriated-tungsten filament of the RCA-5671 takes 60% less power than pure-tungsten filaments of comparable older tube types—can save you $1300 or more a year. Take advantage of these major savings. For details, write RCA, Section PI37, Harrison, N. J.

For tube service in a hurry, call your local RCA Tube Distributor.

RCA **RADIO CORPORATION of AMERICA**
ELECTRON TUBES HARRISON, N.J.

NEW SAG PACTS

Two Major Studios Sign

COLUMBIA Pictures Corp. and Universal International Pictures Corp. have signed new collective bargaining agreements with Screen Actors Guild covering actors in TV films and including an additional re-use payment clause.

They reportedly are the first of the major studios to sign such agreements.

Both firms are currently in TV film production through their respective subsidiaries, Screen Gems Inc. and United World Films Inc.

RKO Radio Pictures and Republic Pictures were in negotiation with SAG but withdrew last July announcing they planned no immediate TV production.

In addition to the two major studios, 29 other video and theatrical film production units have signed similar agreements with SAG within the past few weeks.

WGES, WEFM (FM) SIGN

Contracts With IBEW

TWO new contracts have been signed with Chicago stations by the Independent Brotherhood of Electrical Workers (IBEW), Local 1220, with substantial raises involved in each. WGES, managed by Dr. John Dyer, agreed to a $10 weekly raise for engineers now, raising the top from $110 to $120, and another $5 per week one year from the effective date of the new contract, which is Nov. 20. Station also agreed to reduction of the escalator clause from four and one-half years to two.

Zenith FM station, WEFM (FM) signed a one-year contract which provides that all technicians receive a $7 per week increase, reduction of the escalator clause to three years, and a fourth week vacation for employes with 10 or more years of service. Zenith negotiations were handled by Ted Leitzell, firm's public relations director, who also acts as station manager, and by Joseph Wright, company attorney. IBEW was represented by Walter Thompson, president of Local 1220.

allied arts

WALLACE A. ROSS, founder and publisher of Ross Reports on Television, to Music Corp. of America's television-radio department.

CHARLES W. NULLE, advertising manager, coated products div., Interchemical Corp., N. Y., named advertising manager, lighting div., Sylvania Electric Products Inc., N. Y.

Mr. Nulle

DICK GEDNEY, former salesman for United Television Programs and United Artists, to Consolidated Television Sales, Chicago, as account executive.

KAY NORTON, formerly operator of her own publicity and public relations firm, to RKO Radio Pictures Inc., N. Y., as publicity manager.

JACK F. BREMBECK, national advertising manager, Western - Holly Co., L. A. (stove mfrs.), to Kaye-Halbert Distributors Inc., Culver City (TV sets), as advertising manager.

Mr. Brembeck

SAM GILL to J. A. Ward Inc., N. Y., national research organization, as member of executive staff.

DR. JOHN RUZE, Air Force Cambridge Labs., to Gabriel Labs., Needham Heights, Mass., as director of research.

JEROME PINZUR appointed commercial service manager, CBS-Columbia Inc., Brooklyn, N. Y.

GENE SCHOOR to Spotlight Promotions Inc., N. Y., public relations staff, representing Walt Framer Productions, producer of *Strike It Rich, The Big Payoff* and *Double or Nothing.*

STEVENS - ARNOLD Inc., Boston, Mass., has issued Catalog 280B on new 1953 models of firm's choppers which feature non-plug-in model.

W. HOWARD CHASE, director of public relations, General Foods Corp., N. Y., to Selvage & Lee, that city, public relations firm, which changes name to **SELVAGE, LEE & CHASE.**

LARRY E. LAYOS. head of Color Reproduction Co., Hollywood (motion picture laboratory), forms **LAYOS RECORDS,** that city, to specialize in recordings of sacred music.

WRITERS ANONYMOUS, 830 N. La Brea Ave., Hollywood, has been formed by **GEORGE BURTT,** head of George Burtt Adv. Service, that city. **PHIL SEITZ,** Los Angeles representative for trade publications, and professional business writers to handle writing chores for advertising agencies. Telephone is Hollywood 9-5739.

DANIEL STARCH & STAFF, research firm, relocates at Boston Post Rd. & Beach Ave., Mamaroneck, N. Y. Telephone is Enterprise 6076.

EDGAR N. GREENEBAUM Jr., director of research for Television Shares Management Corp., Chicago, and Virginia Sparr of Chicago were married there Oct. 18.

ARTHUR PINE, head of Arthur Pine Assoc., N. Y., publicity-public relations firm, father of boy, David Jay, Sept. 22.

Equipment . . .

CONRAC Inc., Glendora, Calif., announces production of new line of remote control TV receivers titled "Fleetwood" with 21" or 24" picture tubes. Line is complete two chassis TV system built to professional standards and provides full remote control operation.

JOHANSON Mfg. Co., Boonton, N. J., announces production of new concentric high ratio capacitor with maximum capacty of 35 mmfd and minimum capacity of 1 mmfd. New unit is high Q condensor at and above 200 mc.

HI-Q DIV., Aerovox Corp., Olean, N. Y., announces production of compact combinations of ceramic capacitors, resistors and printed conductors in units termed plate assemblies for miniaturization in TV.

ELECTRONIC TUBE DIV., Westinghouse Electric Corp., Pittsburgh, announces production of two new high-vacuum diodes, type 6102 and 6103, for industrial use in high-voltage rectifier applications.

TECHNICAL APPLIANCE Corp., Sherburne, N. Y., announces production of straight uhf antenna, Cat. No. 3008, known as Taco Bow-Tie. This is stacked four element antenna for maximum gain.

Technical . . .

WILLIAM ZOLLMAN appointed chief engineer, KSIB Creston, Iowa, replacing **ARNIE WILSON.**

A. H. SAXTON, manager of radio operations, NBC Hollywood, promoted to manager of technical operations in charge of radio-TV engineering departments.

NAEB CONVENTION

Full Schedule Announced

PLANS for the annual convention of the National Assn. of Educational Broadcasters, to be held Nov. 6-8 at the U. of Minnesota, Minneapolis, were announced last week by Seymour Siegel, director of New York's Municipal Broadcasting System and president of NAEB.

Speakers at the three-day meet will include FCC Chairman Paul A. Walker; Sen. Hubert Humphrey (D-Minn.); G. H. Griffiths, director of Mass Media for the Fund for Adults Education; Morris Novik, radio-TV consultant; Sydney Roslow, director of The Pulse Inc., and I. Keith Tyler, director of the Institute for Education by Radio - Television at Columbus, Ohio.

After opening day sessions devoted to general business and a banquet, Nov. 7 will be "Television Day," with a progress report on education TV as its theme, and Nov. 8 will be "Radio Day," with talks designed to answer the question: "How can educational radio compete with television?" Sen. Humphrey will speak at the Nov. 6 banquet; FCC Chairman Walker at the one Nov. 7, and Dr. Tyler at the one Nov. 8.

"FCC Procedures and Problems" will be appraised, as part of the Television Day program, by a panel composed of Leonard H. Marks of the Washington law firm of Cohn & Marks, attorney for NAEB; Seymour Krieger of the Washington law firm of Krieger & Jorgensen, representing the legal staff of the Joint Committee on Educational Television (JCET), and Walter Emery, special consultant to JCET.

Paley Addresses Forum

IMPORTANCE of "increasing free world production of materials and importing more on terms that are advantageous to producers and to consumers alike" was stressed by William S. Paley, CBS board chairman, in an address at the Herald-Tribune Forum in New York last Monday. All national radio networks carried portions of the Sunday through Tuesday proceedings, WNYC-AM-FM covered all sessions, and NBC-TV carried forum addresses by Gov. Adlai Stevenson and Gen. Dwight Eisenhower.

HERE'S PROOF...

WLS CHICAGO 7

SEE OUR DOUBLE PAGE SPREAD IN THIS ISSUE

Clear Channel Home of the National Barn Dance

Looking for Radio & Television Technicians?

RCA Institutes, Inc., graduates students at regular intervals, as technicians, operators and laboratory aids. Our men graduate with a first class Radio-Telephone License. Call on us for your technical personnel needs.

Write to: PLACEMENT MANAGER

RCA INSTITUTES, INC.

A Service of Radio Corporation of America

35 West Fourth Street, New York 14, N. Y.

SOMETHING SPECIAL IN STEEL FORGINGS

Giant Discs to Aid Study of Supersonic Flight

The steel disc on the trailer truck, like a coin from Brobdingnag, is something special in steel forgings. It measures 18 feet across and weighs 48 tons. It is one of eleven discs we are making here at Bethlehem Steel for something equally special – a wind tunnel to help aviation engineers study supersonic flight.

This forging is so big it couldn't be shipped by rail. So it is being moved on the highway, with a police escort moving on ahead of it to clear a path. It is on its way from our plant at Bethlehem, Pa., where our forging people turned it out, to Philadelphia, where it will be shipped by boat to Newport News, Va., for further machining. From there it will go by water to the Pacific Coast. Final destination is the Ames Aeronautical Laboratory, in California, where the wind tunnel is being built for the National Advisory Committee for Aeronautics.

The eleven Bethlehem forged discs will be the principal moving parts in the larger of two compressors that the designers say will create enough pressure to drive a blast of air through the wind tunnel's 8-foot-diameter throat at speeds of 2000 miles an hour and better. Models can be tested at speeds several times the speed of sound.

Power to whip up this torrent of air comes from four electric motors totaling 180,000 horsepower, which the designers point out is the most horsepower that has ever been harnessed to a single shaft.

NACA engineers are counting on this supersonic wind tunnel to help them learn more about flight at speeds faster than the speed of sound. They expect that it will have a powerful influence on future designs of supersonic fighter planes and guided missiles.

BETHLEHEM STEEL

BETHLEHEM STEEL

CONTEST which offers a trip to the Rose Bowl game on New Year's Day as the top prize is being sponsored by Admiral TV dealers in the Portland, Ore., area on KEX Portland's *Sports Edition* and *Football Score Board*. Dealers are supplying weekly football selection sheets which list many of the prominent games of the week. Special "selector" for all weekly winners will be available for the last week of the season. Winner will make the Rose Bowl trip via Western Air Lines.

programs promotion premiums

KGNC BROCHURE

SOUVENIR brochure celebrating the 30th anniversary of KGNC Amarillo, Tex., has been prepared by the station. It contains a chronology of the station's three decades on the air, including a large number of illustrations. A history of radio traces the medium back to electricity experiments in 640 B.C. The brochure is dedicated to the late Gene A. Howe, president of the station, who died last June 25, and John G. Ballard, sales manager, who died July 18.

COMEDY SERIES

WDSU New Orleans rounds out new morning schedule with addition of *Phil and Jack*, in comedy-song series, 11 a.m.-12:30 p.m. daily. Phil Gordon and Jack Alexander are billed by station as "a double threat to the sanity of New Orleans" on basis of their popularity as stars of WDSU *Coffee Club* show last year.

SERVICEMAN CONTEST

SOME lucky serviceman will be wearing a complete outfit from Lansburgh's, Washington, D. C., department store, as the result of the "Bill Mauldin Willy and Joe Serviceman's Popularity Contest" featured on Allen Jefferys' *Ladies Day* program on WTOP-TV Washington. Jefferys asks viewers to send him the name of their favorite serviceman. Names are read over the air and then sent to the store where they are displayed in the men's clothing section. Viewers cast their votes at the store.

FRESH PROMOTION

PLASTIC boxes to keep food fresh in the refrigerator are being distributed by WIBW Topeka, Kan. Analogy was drawn in the promotion copy between the box and WIBW which "keeps your Kansas selling methods fresh . . ."

DON'T BE A RETOVNON

GIMMICK worked out by KSIB Creston, Iowa, to "Get Out the Vote" in that area kept listeners guessing for a week, according to the station. Spot announcement featuring three voices was broadcast regularly. Two belonged to a Democrat and a Republican, who stated they would vote for Gov. Stevenson and Gen. Eisenhower, respectively. Third voice stated "I'm a Retovnon—I might as well vote for Joe Stalin." Mystery of the origin of the third party was cleared up when listeners spelled Retovnon backwards.

SIGNAL RECORD

LONG distance record for FM stations of its class and power is being claimed by WITJ(FM), 10 w Ithaca College outlet in Ithaca, N. Y. Fred Brewer, chairman of the radio department there, reports that residents of the Bethlehem-Allentown-Easton, Pa. area some 155 miles away are receiving WITJ programs.

'TIME ON YOUR HANDS'

NEW public service program dedicated to the interests of "the growing aging population in the Baltimore area" has been scheduled by WBAL-TV Baltimore. Series, titled *Time on Your Hands*, is telecast weekly and strives to find employment for so-called "over-age" people who can work but are unable to obtain jobs because of the age barrier set up by many employers.

STUDENTS AID PROMOTION

STICK-ON bumper strips for automobiles are being used as a promotion device by KITE San Antonio. To make certain that stickers were placed on as many cars as possible, various nicknames for local football teams were carried in the copy, along with station call letters. Station reports that students, more than pleased to advertise the old school team, were glad to use the bumper cards.

SILVER ANNIVERSARY

SILVER money clips with Canadian 25 cent piece in the center are being presented to advertising agency personnel by CFRB Toronto marking the station's 25th anniversary.

FREE ENJOYMENT

"LIFETIME Entertainment" passes are being distributed to clients and potential customers by KLRA Little Rock, Ark. Copy on the wallet-size card stresses the "free enjoyment" offered by radio-TV industry.

FLOWERS TO VOTERS

A FREE flower will be given to each resident of Cincinnati who goes to the polls on Election Day, according to an announcement made by WLWT(TV) that city. Station, in cooperation with 10 florists in the area, is boosting its "Get Out the Vote" drive with the flower promotion. WLWT will spark the campaign by encouraging persons to vote on such programs as *Floral Magic* and other popular shows.

ADS CONGRATULATE WFIL

EIGHT page ad plugging service and expansion of WFIL-AM-TV Philadelphia was used by the station in an issue of *The Philadelphia Inquirer* fortnight ago. Prominent in the copy were comments made by topic civic leaders as well as radio-TV people on the stations' new radio-TV center. Business organizations carried ads in the section extending congratulations to the outlets.

'TRIPLE THREAT PLAN'

NEW "triple threat plan with guaranteed product distribution" has been announced by WBZ Boston. The promotion service to the drug trade is designed to deliver radio advertising plus day-to-day merchandising service in 500 New England drug stores. Details about the plan are contained in a brochure released by the station.

NEW WJR PROGRAM

A NEW WJR Detroit program, *Mel-O-Time*, starring the Jimmy Clark Quartet and songstress Judy Carroll, has begun. The program, sponsored by the Frankenmuth Brewing Co., is aired every day, including Sunday.

SWITCH GETS PUBLICITY

UTILIZING bus cards, newspaper space, spot announcements and an 18-foot blimp, WAVZ New Haven, Conn., has announced its switch to 45-rpm. Station reports installation of three complete RCA units and a full library of the latest RCA-45 recordings.

IDENTIFICATION DISCOUNTS

NEW discounts in station identification announcements in all time periods is being offered by KSTP-TV Minneapolis-St. Paul: A 15% discount on three announcements per week; 25% on six announcements per week.

MAGAZINE FEATURE

SEPTEMBER 13 issue of *Collier's* magazine carried an article on *Grand Ole Opry* and WSM Nashville, station where the program originates. Similar spread was given to the program in July 1951 by the same magazine and on a sticker promoting the article WSM claims "It takes a good story to make the same magazine twice in the space of fourteen months. But that's what happened."

FIRE WARNINGS

FIVE sirens have been sounding on all programs on WMT Cedar Rapids, during the past week to call attention to announcements cautioning listeners about the hazards of fires this time of year. News director Dick Cheverton and farm service director Chuck Worcester introduced the idea following disastrous fire reports from several eastern Iowa communities.

FCC DESIST ORDER

Issued to Willard Clark

ORDER to cease and desist from operating an unlicensed radio station at White Stone Farm, Quechee, Vt., has been issued by FCC to Willard R. Clark. The order also specified Mr. Clark may not operate any other unlicensed station, nor a licensed station without having first obtained an operator's license.

FCC's order charged that Mr. Clark on various occasions between Feb. 18 and April 29 transmitted broadcasts from the unlicensed station and was warned by the Commission in early May that such violation of the Communications Act carries penalties of $10,000 fine, two years' imprisonment, or both. Mr. Clark's reply, signed "Jemini the Buddah-Christ," admitted these and other transmissions during the past three or four years, FCC said.

Mr. Clark's letter further contended that in light of his religious convictions he was "not encumbered with or bound by the Communications Act of 1934 so called, or any other such act, instrument, or institution of sovietal Government."

FCC in August had ordered the case set for hearing but Mr. Clark in September wrote that he "will not appear at any hearing such as that contemplated."

CBF MONTREAL FIRE

50 kw Transmitter Damaged

CBF Montreal, was burned out on Oct. 14 when a fire started in the 50 kw transmitter at Vercheres, outside Montreal, causing serious damage. Cause has not yet been determined.

By the following evening CBF was back on the air with a small temporary RCA transmitter, giving reception in a limited area. CBF programs were put on sound channel of CBFT (TV) Montreal, when no TV programs were being aired. At 7 a.m. Oct. 17 station was on the air with temporary 1 kw connected to regular antenna, and a bigger temporary transmitter is now being installed.

SOONER or LATER
some aggrieved listener accuses you of
LIBEL OR SLANDER
and THEN you'll need our UNIQUE INSURANCE covering this hazard. It covers also Invasion of Privacy, Plagiarism, Piracy and Copyright. It is ADEQUATE, SURPRISINGLY INEXPENSIVE.
In use Nation-wide.
GET IT IN TIME!
WRITE FOR DETAILS AND RATES
EMPLOYERS REINSURANCE CORPORATION
Insurance Exchange — Kansas City, Mo.

MATERIALS

NPA Sees Status Quo For Set Makers

RADIO-TV set manufacturers will receive about the same quantity of controlled materials next January-March as they were allowed during the current quarter.

This was indicated last Tuesday by R. A. McDonald, head of the National Production Authority (NPA), who announced 1953 first quarter allotments for civilian goods. New quotas are similar to fourth quarter allocations: 50% copper, 55% aluminum and 33% steel, based on pre-Korea use.

Possibility was held out for more materials sometime in the next quarter, depending on fulfillment of military needs and resulting relaxation of curbs. Mr. McDonald said more steel may be allocated if there is "evidence that steel production is cutting into the large backlog of civilian steel orders."

It also was noted that copper and aluminum have become more plentiful for radio-TV sets and other goods than it was for the first quarter of 1951. The steel strike was responsible for cutbacks in that metal. Manufacturers have been urged to spread steel deliveries and not pre-empt limited steel now for civilian goods.

Seasonal problems of the radio-TV industry are pointed up, however, in the case of set-makers and loud-speaker producers alike. An industry advisory group has informed NPA that steel allotments for this and the next quarter are inadequate because of seasonal demand. Speaker industry depends on concentration of material to meet civilian demands, it reported. Despite this shortcoming, speaker-makers report their civilian business is excellent after meeting defense requirements.

NPA authorities reminded the industry group that until effects of the steel dispute wear off, civilian allotments must be limited. They also warned these manufacturers not to swing too quickly from production of permanent-magnet to electro-magnet type speakers. The copper situation is still uncertain, NPA explained.

Problems involving electro-static tubes and external focusing devices also were raised. Manufacturers reported that a previous balance in demand between the products has been tilted to 75%-25% in favor of focusing devices. Leon Golder, NPA Electronics Div., presided over a meeting, held Oct. 16.

ADVISORY COUNCIL

International Panel Formed

FORMATION of the International Radio & Television Advisory Council to aid the free international flow of outstanding radio programs and TV films was announced last week by Seymour N. Siegel, director of communications for the City of New York and president of the National Assn. of Educational Broadcasters.

The newly-established council, formed under NAEB sponsorship, will review exportable radio and television material from the free world and advise on problems of export, import distribution and clearance. Council members include:

Peter Aylen, UN Radio; James Fisher-Northrup, Voice of America; Lt. Cmdr. H. A. Spindt, Armed Forces Radio Service; J. Basil Thornton, British Broadcasting Corp.; Pierre Crennesse, French Broadcasting Corp.; Edward Bellemare, Canadian consulate; Hartney Arthur, Australian consulate; Max Tak, Netherlands consulate; John Embersten, Norwegian Information Service; Licurgo Costa, Brazilian consulate; Sam Elfert, Israeli consulate; Philip Barbour, Radio Free Europe and Mr. Siegel.

Copyright Act

RECIPROCAL agreement extending copyright privileges to the nationals of the U. S. and Monaco (located on the French Riviera) within either country was consummated Oct. 15 in a proclamation by President Truman. Copyright protection applies to artistic and literary works, including musical compositions, as spelled out under Sec. 9, Title 17, of the U. S. Code on copyrights originally approved by Congress in July 1947.

WFAK SALE

Price Put at $50,000 Plus

SALE of WFAK Memphis to a group of Memphis businessmen including Dr. Cary Middlecoff, famed golfer-dentist, was announced last week.

Mr. Keegan

Frank J. Keegan, sole owner of the 1 kw outlet on 1480 kc, placed the purchase price at $50,000, plus 10% of the net profit before taxes for five years after the date of sale. Transaction is subject to FCC approval.

Purchaser of WFAK Chickasaw Broadcasting Inc., owned principally by E. C. Krausnick Jr., investor; Tom O'Ryan, advertising executive; Dr. George Cours, physician; Charles DeVois, formerly sales manager, WMPS Memphis, and Dr. Middlecoff. Mr. DeVois is to assume active management of WFAK following FCC approval.

Mr. Keegan will continue operation of Keegan's School of Radio & Television in Memphis and will retain other electronics industry holdings.

SALES of $2,424,610 for the nine months ended Sept. 30, 1952, for WJR Detroit reported by John F. Patt, president. Sales for a comparable 1951 period were $2,425,311.

BRITTS INCORPORATED
Local appliance store handling G. E. equipment.
started with TEN spots a day as a trial on January 3, 1949 and
TODAY
THEY ARE STILL USING TEN SPOTS A DAY...
ERNIE KELLY owner and manager says . . .
"I am positively sold on saturation spot radio. It has done an excellent job merchandising my product and I plan to continuously saturate the air with Britt announcements, over Orlando's WHOO."
local people in the know... buy
WHOO
ORLANDO, FLA.
10,000 WATTS
990 on every dial
RADIO
NEWSPAPER
T.V.
Avery-Knodel, Inc.
National Representative
an Edward LAMB ENTERPRISE
New York Office—Hotel Barclay, 111 E. 48th St.—Home Office—500 Security Bldg., Toledo, Ohio

NATHAN LEVINSON

Ex-Radio Executive Dies

FUNERAL services were held in Hollywood Tuesday for Col. Nathan Levinson, 64, former radio executive and most recently head of Warner Bros. sound department. A pioneer in the development of sound motion pictures, he died in his sleep at his home in North Hollywood on Oct. 18.

Prior to the Warner Bros. sale of KFWB Hollywood to Harry Maizlish in October of 1950, Col. Levinson was for several years vice president in charge of plant and engineering for that station.

Col. Levinson in 1922 became Pacific district radio specialist for Western Electric Co. Three years later he was named managing director of KPO (now KNBC) San Francisco. Surviving are his wife, Edna, and three sons, Edwin, John and Robert.

'Guest Star' Slate

TREASURY DEPT. last week released the November schedule for *Guest Star*, transcribed radio program designed to stimulate sales of U. S. Defense Bonds. The schedule: Hoagy Carmichael, Nov. 2; Barbara Luddy, Olan Soule, Nov. 9; Nat (King) Cole, Nov. 16; Kay Armen, Nov. 23, and Igor Gorin, Nov. 30.

Temper, Temper!

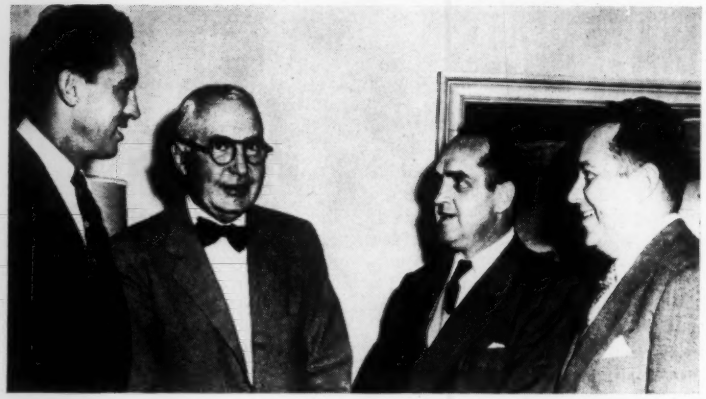
. . . Easy little Bismarck—just tie a string around that sore finger and remember next time that KFYR, in agriculturally wealthy North Dakota, will build an active market for you. Remember Bismarck, KFYR!

KFYR

BISMARCK, N. DAK.

5000 WATTS-N.B.C. AFFILIATE

Rep. by John Blair



ELMER DAVIS (second from l), cooperatively-sponsored ABC commentator, pauses at WMPS Memphis while on tour with the Eisenhower campaign entourage. L to r are Harold Krelstein, WMPS president; Mr. Davis; Norman Brown, General Electric dealer, and T. K. Edenfield, GE distributor. General Electric Supply Corp. is a local sponsor.

VOICE SETUP

Compton Studies Decentralization

PROGRESS of the U. S. International Information Administration's plan to decentralize field operations of the Voice of America and other media will be viewed first-hand in forthcoming weeks, the State Dept. has announced.

★

Dr. Wilson Compton, IIA administrator, left Washington, D. C., Oct. 18 on the first leg of a projected round-the-world trip. He will meet in various countries with public affairs field officers of the U. S. Information Service.

One purpose of the tour, Dr. Compton explained, is to determine the degree to which decentralization may be carried IIA has been reshaping its operations, with an eye to localizing media operations. Under the plan, workers "on the firing line" would play a greater role in determining local needs for radio, press and publications, Dr. Compton said.

Decentralization is part of a two-pronged re-evaluation of short-wave radio and other activities. Localization envisions more program originations as needed in the field and a reappraisal of those from the U. S., particularly at New York headquarters.

The other phase of the re-analysis is the proposed implementation and consolidation of domestic VOA operations on a technical scale. Inherent in this streamlining is the consolidation of certain shortwave transmitter plants, improvement of others and counter-measures for Soviet jamming—where indicated as the decentralization plan develops.

Exploratory plans were devised the past fortnight at a meeting of the Radio Advisory Committee of the U. S. Advisory Commission on Information [CLOSED CIRCUIT, Oct. 20].

Greater emphasis on field operation of the Voice and other activities in strategic countries has been pursued by Dr. Compton ever since he took office. Congressional cuts in appropriations for proposed new domestic plants—some of them high power transmitters — have been a factor in the thinking of IIA along decentralization lines.

Another is the belief that one of the best ways to sell the U. S. "Campaign of Truth" or "Crusade of Ideas" is to enlist the support of the radio nationals (broadcasters, technicians, etc.) of friendly countries working with U. S. field representatives.

Dr. Compton plans to look into all phases of the international information program. Communist aggression has raised a welter of new problems affecting field operations of U. S. public affairs officers, the State Dept. announcement noted. Upon the results of his re-evaluation may depend the extent to which the IIA streamlining program is carried out.

Among the countries Dr. Compton is slated to visit are Japan, the Philippines, Burma, Thailand, India, Egypt, Pakistan, Italy, Germany, Austria, France and Belgium.

TWO INDICTED

In Starrett Corp. Case

TWO persons have been indicted by a District of Columbia grand jury on charges of conspiracy and making false statements to the Reconstruction Finance Corp. in connection with the financial status of a manufacturing firm, Starrett Television Corp., New York. The Dept. of Justice announced the action Oct. 17. Charges were the outgrowth of attempts by Jacob Freidus and Larry Knohl, both New York, to purchase assets of Aireon Mfg. Co., Kansas City, Kans., in 1950.

Individuals offered RFC $700,000 through Starrett Television, department said. Atty. Gen. James P. McGranery said the indictment charged that through their efforts, letters and statements falsified the financial status of Starrett. Mr. Knohl was described as vice president and Mr. Freidus as a controlling stockholder of the firm. Mr. Freidus is now serving a prison term for tax frauds.

Amateurs Warned

AMATEURS have been warned by FCC of provisions in the radio regulations of Atlantic City, 1947, which forbid communication with amateurs of countries whose governments object to such communication. The countries who presently forbid outside communication by their amateurs are Austria, Cembodia, Indonesia, Iran, Laos, Thailand and Viet Nam. Russia and its satellites have no such restrictions, it was indicated, since they were not listed.

ALA and SWG Ratify

AUTHORS League of America and Screen Writers Guild membership in New York voted Oct. 15 to ratify the first contract covering freelance television writers and NBC-TV, ABC-TV and CBS-TV. The pact, which went into effect Oct. 16, also includes composers of music and lyrics for television [B•T, Oct. 6].

THE LATEST WCKY STORY

SELL YOUR PRODUCT
IN CINCINNATI ON

W C K Y,

The "SELLINGEST" Station in the nation

Buy WCKY and SELL your product in Cincinnati, with 50,000 Watts of Selling Power

WCKY CINCINNATI

TV Filming Abroad

(Continued from page 81)

video adventure series which will be laid in France.

Already completed are 13 half-hour films of *Pan-American Show Time*, co-starring Gale Robbins and Bob Savage. Made in Mexico by Kemp-Brighton Productions, another 13 programs are yet to be produced.

With pilot film produced in Hollywood, Rosamond Productions, headed by David Chudnow as president-executive producer, will make some 25 half-hour films in France, with stories based on case histories from files of French Surete, crime detection agency. Akim Tamiroff, stage and film actor, will star in series. Steve Sekely will direct first six films.

Mr. Sekely will also join Stanley Bergerman, Hollywood talent agent, in production of *Paris After Dark*, half-hour adventure series, scheduled to start in early January. Casting will be done in France.

Dudley Pictures Corp., filming documentary *This World of Ours* and *World on Parade* in different parts of the world for TV release, also has on schedule a new one-hour video adventure series. Titled *International Detective* it goes into production in early November. First film will be shot in Hawaii. Subsequent ones will be made in Mexico, Philippine Islands and Japan. Series will be shot in color.

On Location in Alaska

Having completed in Mexico three half-hour films in the proposed 26 *Jack London Theatre* TV series, Mutual Television Productions, Hollywood, will shoot further episodes in Alaska and the states before resuming production south of the border. Beside collaborating with Aben Kandel as writer, Herb Kline is also director.

Sam Sax, former chairman of the board for Warner Bros. Ltd., London, having concluded negotiations for TV film rights to 52 short stories by Robert Louis Stevenson, plans winter production on a series in England.

In negotiation is a deal between Robert Blees, Hollywood writer, and Ninon Karlweis, head of Internationale Artistique, Paris, for production of *European Zone*, the video series to be filmed in various European cities.

Maurice Duke and Alberto Lopez, under banner of Tele-Voz Co., are scheduled to start production on *Judge Bean* at Churubusco Studios, Mexico City, at the month-end (October). The half-hour TV series, based on true stories of the judge who conducted court in his Red Lily Bar during the early 1880's in Pecos, Texas, is to star Chill Wills.

Lamarr in Starring Role

Going into mid-November production is Victor Pahlen on *Great Loves*, 39 half-hour TV films in color. Starring Hedy Lamarr in historical love stories, interiors will be shot in London and exteriors in the actual European settings. Allowing a 10-day schedule for each film, Edgar Ulmer will direct from scripts by Salka Viertel, Aeneas MacKenzie, Hans Kafka, Noel Coward and others. Miss Lamarr will be costumed by such European courtiers as Fath and Dior. She will receive residual rights plus salary. American talent will make up cast.

Several films in NBC-TV *The Doctor* series for Procter & Gamble are being produced in Mexico City by Marion Parsonnet, directed by Peter Godfrey.

In filming CBS-TV *Schlitz Playhouse of Stars*, producer Edward Lewis has already utilized Mexico's facilities in shooting "The Trial," "This Plane for Hire," "Port of Call," "Marriage of Lit-Lit," and "Calamity Jane." Each of the films may be developed into an independent TV series.

Television Varieties Inc., Hollywood, is shooting background footage, consisting of acts, circuses and locales, abroad to be converted to video film programs around the first of the year.

Background and animal footage is also being filmed in India for incorporation in CBS-TV *Smilin' Ed McConnell and His Buster Brown Gang* by Ellis Dungan, program's technical advisor. Produced by Frank Ferrin, filmed show is sponsored by Brown Shoe Co.

Filmakers Inc., independent movie production unit headed by Ida Lupino and Collier Young, contemplates TV film making abroad in 1953. Their plans include a budget of $15,000 per video film.

Robert E. Lee, writer, on leaving Hollywood for England in late September, announced he would survey facilities there for the production of TV films by Ziv TV Programs and open London offices for that firm. With Jerry Lawrence he writes *The Unexpected* series filmed by Ziv.

Trident Films Inc., independent production group, is preparing to make 13 half-hour puppet films in Salzburg, Austria. Featured will be the Salzburg Marionette Theatre. Films will include fairy tales from the troupe's repertoire as well as original stories. Release will be to theatres as well as TV.

Combinations for Economy

Not to be forgotten, as has been pointed out, is fact that several of these production companies will or are combining their TV filming abroad with making of feature length motion pictures, thus cutting overhead costs. Among those following this procedure are Breakston-Stahl Productions, Dougfair Corp. and Forrest Judd, to name but a few.

South American Motion Picture Producers Assn. was recently formed in Hollywood to act as intermediary in the production of TV and feature films abroad. Group, concerned primarily with Latin-America, will secure equipment, technicians, stars and raw celluloid for films made outside the U. S. SAMPPA will also act as representative in arranging distribution.

KXLY FOLDER

Is Aid to Merchandising

MONTHLY folder distributed to its clients by KXLY Spokane shows trends for that month in individual items of merchandise, indicating whether an item should be pushed or de-emphasized, according to Ed B. Craney, station president and general manager.

Listing trends in sales of merchandise by types (with average 8.3%—or 1/12 of 100%), the chart indicates the amount of a particular item expected to be sold during the month and the sales trend, whether upward or downward. Mr. Craney said the KXLY merchandising aid has "clicked."

Mr. Craney said the chart goes to regular accounts and that it sells many extra spots and lets regular advertisers do a better job of selling their own merchandise. The station has hired a special merchandising man to explain use of the monthly sales tool.

SERIES AUDIENCE

Ward Survey Released

APPROXIMATELY 53 million persons in about half of the nation's 44 million radio homes heard one or more of the seven 1952 World Series baseball games on Mutual, Richard J. Puff, the network's research director, said last week on the basis of a special survey made by J. A. Ward Inc.

This figure represents home listenership only. It has been estimated unofficially that at least 100 million persons heard at least one of the games, which were carried by 550 Mutual stations, about 100 other U. S. outlets, the CBS network in Canada, a Latin American hookup, and Armed Forces Radio Service and the Voice of America around the world, and that 70 to 75 million persons saw one or more of the series telecasts, which were carried by 64 NBC-TV affiliates and four TV stations owned by Mutual stockholders [B•T, Oct. 13].

Point IV: Pakistan

CERTIFICATES of merit for completing a program of study in the telecommunications field sponsored by the FCC under the government's Point IV foreign economic aid program were awarded four representatives of the Pakistan government last Wednesday. FCC Chairman Paul A. Walker made the presentations.

Miss Fran Velthuys
Compton Adv. Inc.
Manhattan Island
New York City

Dere Fran:

Polyticks is much in th' news theze days and folks here is a buzzin' about theyre favrites. Whin Gen. Ike came to our state last month on his speshul train, there wuz only one W. Va. radeo man on board for th' hull trip thru th' state and that wuz our own Ross Edwards. Yes ma'am, whin h'it comes to coverin' th' news, WCHS with 5,000 at 580 shurely leads th' hull state. Ross wuz also in Chi. for th' convenshuns. Maybe news is one of th' reasons my boss kin say we got more listenurs in th' state then any other stashun.

Yrs.
Algy.

WCHS
Charleston, W. Va.

the NBC *station serving*
greater YOUNGSTOWN, O.
30th population area in U.S.
5,000 WATTS
WFMJ
Duplicating on 50,000 Watts FM

'Everywhere You Go . . .'

E. S. WHITLOCK, manager, WRNL Richmond, believes that a letter he has just received proves that, "Everywhere You Go, There's Radio." The letter said, in part, ". . . I turned on my radio to your station and heard a remedy for bad kidneys. I shall be very much delighted to have a bottle of this remedy sent to me by air, C. O. D." The letter was postmarked British Guiana.

IBS TO PRODUCE

Hazen Foundation Series

INTERCOLLEGIATE Broadcasting System, an association of some 90 campus radio stations, has been granted $3,500 by the Edward W. Hazen Foundation of New Haven, to produce three program series, George Abraham, IBS president, said last week.

Two of the series are to be taped. The first, *UN Review*, will include 26 weekly on-the-spot news, background and interview programs, produced by Peter B. Kenen, WKCR (Columbia U.) New York correspondent, at UN headquarters. The second, *International House Forum*, features eight forums from various international houses. The third, *Religion at the News Desk*, is a series of weekly scripts to be produced at Yale Divinity School, New Haven, and coordinated by Howard C. Hansen, professor of radio at McMurray College, Jacksonville, Ill.

Price to FTC

DUNCAN PRICE, veteran of newspaper, trade press and government public information posts, has been appointed director of information for the Federal Trade Commission. He succeeds Nick M. Carey, who has retired. Appointment was announced Tuesday by FTC Chairman James M. Mead. Mr. Price's government service comprises public information posts with the Housing & Home Finance Agency, Dept. of Commerce and the National Production Authority. He joins FTC from NPA.

RCA SERVICE

Special Plan Detailed

NEW nation-wide service for RCA-equipped television stations was announced last week.

In a letter and four-page brochure, W. L. Jones, vice president in charge of RCA Service Co.'s technical products service, detailed the plan to owners of RCA-equipped outlets.

The service plan provides for complete reconditioning and incorporation of the latest factory modifications in RCA studio and field cameras.

When a camera is scheduled for overhauling, the RCA Service Co. will furnish the TV station with special packing cases for use in shipping the equipment to Camden.

Reconditioning, the letter stated, will include inspection of all electrical components and replacement of worn or deteriorated parts, and such repair or replacement as is warranted.

All modifications for improved design that are not already incorporated in the camera will be made during the reconditioning operation, the letter said.

A fortnight ago, RCA Service Co. announced its plan for service and installations for uhf outlets [B•T, Oct. 20].

KMA Cruise Jan. 29

PLANS for the third annual Friendship-Goodwill Tour of KMA Shenandoah, Iowa, were announced last week by Edward May, KMA president. Tour will be a 14-day cruise to the West Indies and South America. KMA tourists will leave Omaha Jan. 28. The cruise is open to all midwesterners and will be accompanied by Mr. May and Merrill Langfitt, KMA farm service director. In 1950, 75 KMA tourists visited the Pacific Northwest, Canada and Alaska. Last year, 50 persons visited Mexico.

OFFICIAL dedication of new broadcasting studios and facilities at WAMU Washington, American U.'s campus outlet, was held Friday. Station is completely operated by students.

GATES QUINCY, ILLINOIS

Your ONE SOURCE Supply for ALL Broadcasting Equipment NEEDS

THESE OFFICES TO SERVE YOU

QUINCY, ILL. . . . . TEL. 8202
HOUSTON, TEXAS . . . . . TEL. ATWOOD 8536
WASHINGTON, D. C. . . . TEL. METROPOLITAN 0522
MONTREAL, QUE. . . . . TEL. ATLANTIC 9441
NEW YORK CITY . . . . . TEL. MURRAY HILL 9-0200

FCC actions

OCTOBER 17 THROUGH OCTOBER 23

CP-construction permit | **ant.-antenna** | **cond.-conditional**
DA-directional antenna | **D-day** | **LS-local sunset**
ERP-effective radiated power | **N-night** | **mod.-modification**
STL-studio-transmitter link | **aur.-aural** | **trans.-transmitter**
synch. amp.-synchronous amplifier | **vis.-visual** | **unl.-unlimited hours**
STA-special temporary authorization | **CG-conditional grant**
SSA-special service authorization

Grants authorizing new stations and transfers, accompanied by a roundup of new station and transfer applications, begin on page 95.

October 17 Applications . . .

ACCEPTED FOR FILING

AM—1340 kc

KAGH Crossett, Ark.—CP to change from 1240 kc, 100 w to 1340 kc, 250 w. AMENDED to change name of applicant to Julian Haas.

Extension of SSA

WOI Ames, Iowa—Extension of SSA to operate from 6 a.m. to local sunrise CST on 640 kc, 1 kw for period ending Feb. 1, 1953.

Change Hours of Operation

WOKE Oak Ridge, Tenn.—CP to change from 1 kw-D to 1 kw unl. and install DA-N. AMENDED to change from 1340 to 1290 kc; 1 kw unl. DA-N to 1 kw non-DA-D.

AM—1400 kc

KVOU Uvalde, Tex.—CP to change from 1450 to 1400 kc.

Extension of Completion Date

WRGA-FM Rome, Ga.—Mod. CP., as mod., which authorized new FM, for extension of completion date.

WJBK-TV Detroit—Mod. CP, as mod., which authorized changes in existing TV, for extension of completion date to 5-10-53.

Change ERP

WMCF (FM) Memphis, Tenn.—Mod. CP, as mod., which authorized changes in licensed station, to change ERP from 330 kw to 303 kw; overall height above ground from 746 ft. to 1043 ft.; ant. height above average terrain from 480 ft. to 896 ft.

License Renewals

Following stations request renewal of license:

WDAE-FM Tampa, Fla.; WCNT-FM Centralia, Ill.; WFJL (FM) Chicago, Ill.; WENR-FM Chicago; WLDS-FM Jacksonville, Ill.; WAFB-FM Baton Rouge, La.; WJEJ-FM Hagerstown, Md.; WXRC (FM) Amherst, N. Y.; WMSA-FM Massena, N. Y.; WEVD-FM New York; WSLB-FM Ogdensburg, N. Y.; WLOS-FM Asheville, N. C.; WSTV-FM Steubenville, Ohio; WWST-FM Wooster, Ohio; KPRC-FM Houston, Tex.; WJPG-FM Green Bay, Wis.

License for CP

WNBF-TV Binghamton, N. Y.—License for CP which authorized changes in existing TV.

TENDERED FOR FILING

AM—1280 kc

WGAA Cedartown, Ga.—CP to change from 1340 kc, 250 w unl. to 1280 kc, 1 kw-D (contingent on WPID change in frequency).

APPLICATION DISMISSED

AM—630 kc

KVMA Magnolia, Ark.—CP to change from 1 kw to 5 kw.

October 21 Decisions . . .

BY BROADCAST BUREAU

License Granted

WKJG Fort Wayne, Ind.—Granted license for AM and specify studio location; 1380 kc, 5 kw-DA unl.

WJAT-FM Swainsboro, Ga.—Granted license for FM Ch. 269; 970 w; 110 ft.

WCRL Oneonta, Ala.—Granted license for AM 1570 kc 250 w-D.

Granted CP

KERN-FM Bakersfield, Calif.—Granted CP to make changes in licensed station.

Change Antenna Type

WBRC-TV Birmingham, Ala.—Granted mod. CP to change type ant. of TV.

Change ERP

KXLY-TV Symons Bcstg. Co., et al., d/b as KXLY-TV Spokane, Wash.—Granted mod. CP to change ERP from 100 kw vis., 55 kw aur. to 48 kw vis., 28.5 kw aur.; ant. 3070 ft.; change trans. location and type ant.

Change Transmitter Type

WKAQ San Juan, P. R.—Granted mod. CP to change type trans.

WFTC Kinston, N. C.—Granted mod. CP to change type of trans.

Extension of Completion Date

Following were granted mod. CP's for extension of completion date as follows: **KDEF Albuquerque, N. Mex.**, to 2-1-53; **KABI Ketchikan, Alaska**, to 1-15-53; **WJJL Niagara Falls, N. Y.**, to 4-30-53; **KWSK Pratt, Kan.**, to 12-8-52; **KCAR Clarksville, Tex.**, to 4-12-53; **KLX Oakland, Calif.**, to 5-13-53; **WNRI Woonsocket, R. I.**, commencement and completion dates to 12-13-52 and 6-13-53; **WIUC Urbana, Ill.**, to 5-15-53; **WROA-FM Rome, Ga.**, to 1-15-53.

Change Transmitter Location

KFMJ Tulsa, Okla.—Granted CP to change trans. location.

ACTIONS ON MOTIONS

By Comr. George E. Sterling

Massillon Bcstg. Corp., Massillon,

(Continued on page 90)

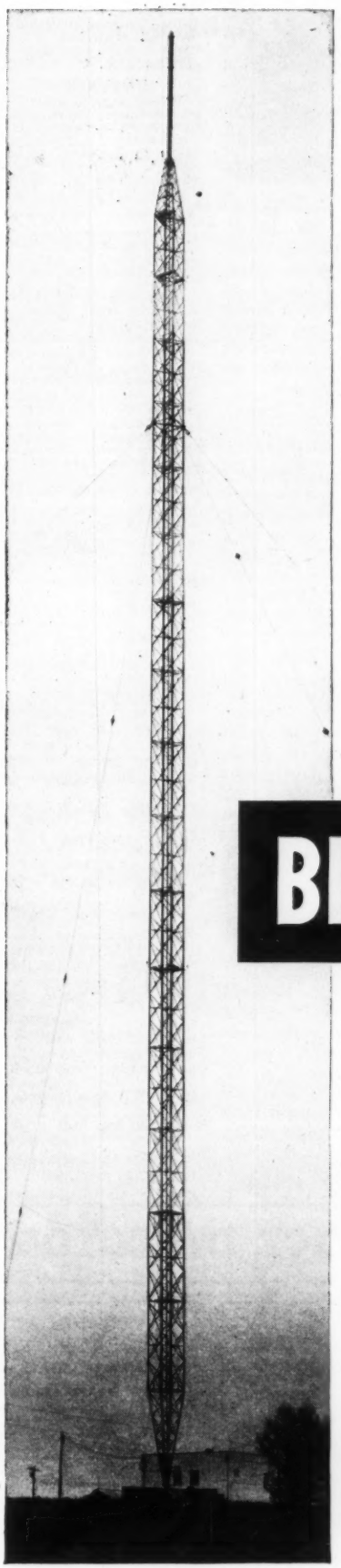
Political Report

POLITICAL broadcast problems which confront radio and television broadcasters will be analyzed by Richard S. Salant, CBS vice president, in an informal interview on Dwight Cooke's *You & the World* program on CBS Radio on Friday (6:15-30 p.m. EST). He also will report on some of the methods used by CBS to meet these election year problems.

Merle V. Watson

Over $5,000,000.00 in successful sales campaigns that grossed from $5,000 to $150,000 for some 400 radio and TV stations from coast-to-coast since 1931. Phone 26239 or 48440.

411 AVALON PLACE, PEORIA, ILL.



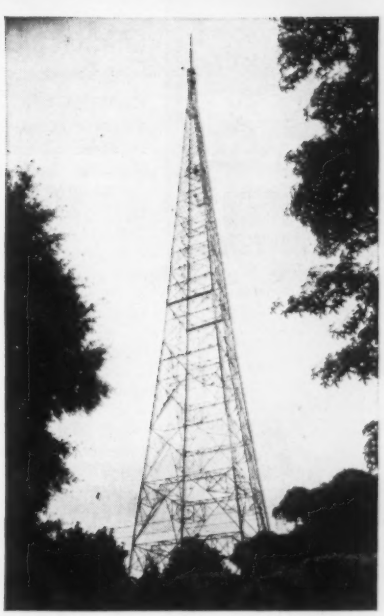
Regardless of conditions— BLAW-KNOX CAN BUILD YOU A *BETTER* TV TOWER

Years of experience—more than four decades, in fact—have given Blaw-Knox the edge in designing, fabricating and erecting antenna towers for any purpose and any location. Blaw-Knox TV towers are on the job in widely separated geographical areas . . . in wide open fields, atop buildings in crowded cities and even grounded in salt water. Some have TV antennas already mounted—others have built-in provisions for TV when licenses are granted—all are heavily galvanized for longer life.

Whether you need a 100 ft. self-supporting structure or a 1000 ft. guyed tower to meet your requirements—whether for AM, FM, TV or Microwave—write or call today for capable engineering assistance with your plans.

BLAW-KNOX COMPANY
Blaw-Knox Division
2038 Farmers Bank Bldg.
Pittsburgh 22, Pa.

BLAW-KNOX ANTENNA TOWERS



AUSTIN'S BRINGING IN A GUSHER

Set Makers Prepare for KTBC-TV's Dec. 1 Debut

WITH regular television programming to make its debut around Dec. 1, the boom is on in Austin, Tex.

Every major manufacturer of receiving sets has trained his most powerful promotion guns on the 15-county area. The existing avenues of approach—radio stations and printed media—are reaping the first harvest.

Radio stations report loaded schedules. Special TV sections have been published by newspapers. Others are planned.

The Texas Broadcasting Co., owner of KTBC and holder of the permit for KTBC-TV, has set a target date of Dec. 1 for the debut of KTBC-TV.

KTBC-TV started the ball rolling several weeks ago by bringing executives of all major manufacturers, and their distributors, into Austin to discuss plans.

Industry men will be watching the KTBC-TV operation closely because of uncertain, fringe area reception.

J. C. Kellem, KTBC general manager, said the 500-ft. tower for KTBC-TV is in transit. Other equipment already has arrived from RCA. The transmitter house is complete. A 12-bay antenna will be shipped last.

In cooperation with the U. of Texas radio - TV department, KTBC-TV has launched a series of programs on radio to explain video to radio listeners—and, incidentally, to urge those listeners to buy TV sets now.

FOR FINEST TAPE RECORDING
WFAL
Fulton, Mo.
USES
Magnecorder
—FIRST CHOICE OF ENGINEERS!
Only Magnecorder offers all the flexibility, high fidelity and features you require—at a price you want to pay!
FITS EVERY PURPOSE—EVERY PURSE!
PORTABLE — LIGHTWEIGHT
Recorder in one case — Amplifier in the other. Easy handling — compact!
QUICKLY RACK MOUNTED
Units can be combined for studio operation of portable equipment.
CONSOLE OR CONSOLETTE
Operation available by combining units in rich Magnecorder cabinets.
For new catalog — write:
Magnecord, INC.
Magnecord, Inc., 360 N. Michigan Ave., Chicago 1, Ill.

W. VA. ZONING

WHIS Again Asks Change

WHIS Bluefield, W. Va., last week petitioned FCC for the second time to amend its television rules so as to place all of West Virginia within Zone I and allocate vhf Channel 6 to Bluefield. WHIS contended the Commission improperly denied the earlier petition on the sole ground of insufficient reason to waive the one-year ban on amendment requests [B•T, Sept. 22].

WHIS pointed out the part of the state within Zone I "has a population per square mile of 76.7 persons. That part of West Virginia within Zone II has a population of 110.6 persons per square mile. In short, that part . . . within Zone III has almost a 50% greater density of population than the part . . . within Zone I." WHIS contended that "it is clear that if the Commission adheres to its criterion relating to the density of population, all of West Virginia should be in Zone I."

The WHIS petition explained that if the state is placed wholly in Zone I, it would be possible to add Channel 6 at Bluefield, now assigned only uhf Channel 41, by substituting vhf Channel 4 for Channel 6 at Beckley. This would be a more efficient use of spectrum space, the petition argued.

CANADA MEETING

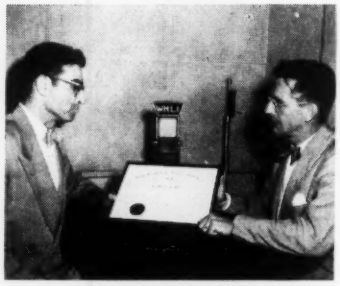
Engineering Leads Topics

ENGINEERING problems were discussed at the first Central Canada Broadcasters Assn. engineering conference at the Royal Connaught Hotel, Hamilton, Oct. 14- 15, with G. A. Robitaille, CFPL London, presiding.

Papers presented included a discussion on tape recording equipment by H. W. Jackson of the Ryerson Institute of Technology, Toronto; a talk on engineering considerations in TV broadcasting by C. E. Spence of Canadian General Electric Ltd., Toronto; audio and audio control by R. H. Tanner, Northern Electric Co. Ltd., Montreal; and engineering operations of a broadcast station by G. Clive Eastwood, CFRB Toronto.

Cooke Adds to Holdings

JACK KENT COOKE, owner, CKEY Toronto, last week announced purchase of one of Canada's largest publishing firms, Consolidated Press Ltd., Toronto. Mr. Cooke has extensive other holdings including a management interest in CKOY Ottawa.



PAUL GODOFSKY (r), president-general manager, WHLI Hempstead, Long Island, accepts a special award from George W. Hayman, of George W. Hayman Advertising Agency, on behalf of the Long Island Home Builders Assn. WHLI was awarded the certificate of merit "in recognition of its outstanding contributions to all residents of Long Island. . . ."

Quebec Censorship

IT IS expected that legislation will be introduced to provide for censorship of all TV programs aired in Quebec, live as well as on film, when the provincial legislature meets at Quebec City on Nov. 12. This is interpreted in informed circles as the latest move by the Quebec provincial government to obtain broadcasting privileges. To date it has been unable to obtain broadcasting or TV station licenses under its own jurisdiction because the Canadian courts have ruled radio broadcasting in all forms comes under federal government regulation. Quebec censors all moving picture film coming into the province, and advance notice of the TV censorship plans has placed TV in the same category as moving pictures.

Scroll to Hope

NBC comedian Bob Hope received a special scroll from President Truman at a White House ceremony last week in appreciation of Mr. Hope's 10-year record of entertaining American servicemen all over the world. The scroll was signed by thousands of servicemen and by heads of all the U. S. armed forces' commands.

FCC Actions

(Continued from page 88)

Ohio; The Review Pub. Co., Alliance, Ohio—Granted petition for dismissal without prejudice of application. Removed from hearing application of Review Pub. Co.

By Hearing Examiner J. D. Bond

WIBM Inc.; Jackson Bcstg. & Television Corp.; Sparton Bcstg. Co., Jackson, Mich. — Ordered that hearing in proceeding for CP's for new TV stations in Jackson, Mich., now scheduled to be commenced on Oct. 20, be continued to Oct. 29, 1952, at Washington, D. C.

By Hearing Examiner H. B. Hutchison

Wichita Television Corp. Inc., Wichita, Kan.—Granted motion to amend application for CP for new TV to show (1) corrected addresses for certain persons listed in proposed amendment; and (2) that Mary J. Phares and Mrs. Alan Phares, whenever they appear in the application, as amended, are one and same person.

The Radio Station KFH Co., Wichita, Kan.—Granted petition for authority to amend application for CP for new TV to correct geographical coordinates of site specified for trans. location.

KAKE Bcstg. Co. Inc., Wichita, Kan.—By memorandum opinion and order granted petition to amend application for CP for new TV in several respects in order to bring representations contained therein up-to-date.

By Hearing Examiner Basil P. Cooper

Pinellas Bcstg. Co., St. Petersburg, Fla.—Granted petition to amend application to show revised estimated cost of studio equipment and to bring up-to-date financial statement of applicant.

The Tampa Bay Area Telecasting Corp., St. Petersburg, Fla.—Granted petition to amend TV applications to designate new trans. site, a 1,000-ft. tower, and reflect increased costs of construction and method of financing such increased costs.

By Hearing Examiner William G. Butts

WABX Inc., Harrisburg, Pa.—Granted petition to amend TV application to show changes in geographical coordinates for proposed ant. site.

October 21 Applications . . .

ACCEPTED FOR FILING

License Renewals

Following stations request renewal of license:

WWPG Palm Beach, Fla.; WLBC Muncie. Ind.

TENDERED FOR FILING

Change Transmitter Location

WGR Buffalo—CP to change trans. location and DA-N.

AM—1230 kc

WLFH Little Falls, N. Y.—CP to increase power from 100 w to 250 w and change type trans.

Oct. 22 Applications . . .

ACCEPTED FOR FILING

License for CP

WIVY-FM Jacksonville, Fla.—License for CP, as mod., which authorized new

SERVICE DIRECTORY

Custom-Built Equipment
U. S. RECORDING CO.
1121 Vermont Ave., Wash. 5, D. C.
Lincoln 3-2705

COMMERCIAL RADIO MONITORING COMPANY
PRECISION FREQUENCY MEASUREMENTS
Engineer on duty all night every night
JACKSON 5302
P. O. Box 7037 Kansas City, Mo.

• TOWERS •
AM • FM • TV •
Complete Installations
TOWER SALES & ERECTING CO.
6100 N. E. Columbia Blvd.
Portland 11, Oregon

* VACANCY
YOUR FIRM'S NAME in this "vacancy" will be seen by 15,500 readers—station owners and managers, chief engineers and technicians—applicants for AM, FM, Television and facsimile facilities.

CONSULTING RADIO & TELEVISION ENGINEERS

JANSKY & BAILEY
Executive Offices
National Press Building
Offices and Laboratories
1339 Wisconsin Ave., N. W.
Washington, D. C. ADams 2414
Member AFCCE

JAMES C. McNARY
Consulting Engineer
National Press Bldg., Wash. 4, D. C.
Telephone District 1205
Member AFCCE

—Established 1926—
PAUL GODLEY CO.
Upper Montclair, N. J. MO. 3-3000
Laboratories Great Notch, N. J.
Member AFCCE

GEORGE C. DAVIS
501-514 Munsey Bldg.—STerling 0111
Washington 4, D. C.
Member AFCCE

Commercial Radio Equip. Co.
Everett L. Dillard, Gen. Mgr.
INTERNATIONAL BLDG. DI. 1319
WASHINGTON, D. C.
P. O. BOX 7037 JACKSON 5302
KANSAS CITY, MO.

A. D. RING & CO.
26 Years' Experience in Radio Engineering
MUNSEY BLDG. REPUBLIC 2347
WASHINGTON 4, D. C.
Member AFCCE

There is no substitute for experience
GILLETT & BERGQUIST
982 NATL. PRESS BLDG. NA. 3373
WASHINGTON, D. C.
Member AFCCE

GEORGE E. GAUTNEY
CONSULTING RADIO ENGINEER
1052 Warner Bldg.
Washington 4, D. C.
National 7757

Craven, Lohnes & Culver
MUNSEY BUILDING DISTRICT 8215
WASHINGTON 4, D. C
Member AFCCE

McINTOSH & INGLIS
1216 WYATT BLDG.
WASHINGTON, D. C.
Metropolitan 4477
Member AFCCE

RUSSELL P. MAY
1422 F St., N. W. Kellogg Bldg.
Washington, D. C. REpublic 3984
Member AFCCE

WELDON & CARR
WASHINGTON, D. C.
1605 Connecticut Ave.
Dallas, Texas Seattle, Wash.
4212 S. Buckner Blvd. 4742 W. Ruffner
Member AFCCE

E. C. PAGE
CONSULTING RADIO ENGINEERS
BOND BLDG. EXECUTIVE 5670
WASHINGTON 5, D. C.
Member AFCCE

MILLARD M. GARRISON
1519 Connecticut Avenue
WASHINGTON 6, D. C.
MICHIGAN 2261
Member AFCCE

KEAR & KENNEDY
1302 18TH ST., N. W. HUDSON 9000
WASHINGTON 6, D. C.
Member AFCCE

A. EARL CULLUM, JR.
CONSULTING RADIO ENGINEERS
HIGHLAND PARK VILLAGE
DALLAS 5, TEXAS
JUSTIN 6108
Member AFCCE

WILLIAM L. FOSS, Inc.
Formerly Colton & Foss, Inc.
927 15th St., N. W. REpublic 3883
WASHINGTON, D. C.

JOHN CREUTZ
319 BOND BLDG. REPUBLIC 2151
WASHINGTON, D. C.
Member AFCCE

GUY C. HUTCHESON
P. O. Box 32 AR 4-8721
1100 W. Abram
ARLINGTON, TEXAS

ROBERT M. SILLIMAN
John A. Moffet—Associate
1011 New Hampshire Ave., N. W.
Republic 6646
Washington 7, D. C.

LYNNE C. SMEBY
"Registered Professional Engineer"
1311 G St., N. W. EX. 8073
Washington 5, D. C.

GEORGE P. ADAIR
Consulting Radio Engineers
Quarter Century Professional Experience
Radio-Television-
Electronics-Communications
1610 Eye St., N.W., Wash. 6, D. C.
Executive 1230—Executive 5851
(Nights-holidays, Lockwood 5-1819)
Member AFCCE

WALTER F. KEAN
AM-TV BROADCAST ALLOCATION,
FCC & FIELD ENGINEERING
1 Riverside Road—Riverside 7-2153
Riverside, Ill.
(A Chicago suburb)

WILLIAM E. BENNS, JR.
Consulting Radio Engineer
3738 Kanawha St., N.W., Wash., D. C.
Phone ORdway 8071
Box 2468 Birmingham, Ala.
Phone 6-2924
Member AFCCE

ROBERT L. HAMMETT
CONSULTING RADIO ENGINEER
230 BANKERS INVESTMENT BLDG.
SAN FRANCISCO 2, CALIFORNIA
SUTTER 1-7545

JOHN B. HEFFELFINGER
815 E. 83rd St. Hiland 7010
KANSAS CITY, MISSOURI

GRANT R. WRATHALL
Aptos, California
Appointments arranged for
San Francisco Seattle Salt Lake City
Los Angeles Portland Phoenix
Box 260 APTOS—3352
Member AFCCE

RAYMOND M. WILMOTTE
1469 Church Street, N.W. DEcatur 1231
Washington 5, D. C.
Member AFCCE

BERNARD ASSOCIATES
CONSULTING RADIO ENGINEERS
5010 Sunset Blvd.
Hollywood, Calif. NOrmandy 2-6715

Vandivere, Cohen & Wearn
Consulting Electronic Engineers
612 Evans Bldg. NA. 2698
1420 New York Ave., N. W.
Washington 5, D. C.

HARRY R. LUBCKE
CONSULTING TELEVISION ENGINEER
INSTALLATION-OPERATION
Television Engineering Since 1929
2443 CRESTON WAY HO 9-3266
HOLLYWOOD 28, CALIFORNIA

WALTER J. STILES
Consulting Television Engineer
1003 Loyalty Building, Portland, Oregon
ATwater 4282
Washington, D. C.—REpublic 6160

JAMES R. BIRD
Consulting Radio Engineer
Fairmont Hotel, KYA. 33 Elm Ave.
San Francisco 8, Calif. Mill Valley, Calif.
DOuglas 2-2536 *DUnlap 3-4171*

Member AFCCE

existing FM.

WSTP-FM Salisbury, N. C.—License for CP, which replaced expired CP to make changes in licensed AM.

License Renewals

Following stations request renewal of license:

KRE-FM Berkeley, Calif.; WRUF-FM Gainesville, Fla.; WSOY-FM Decatur, Ill.; WKMH-FM Dearborn, Mich.; WWHG-FM Hornell, N. Y.; WTWO (FM) Dayton; WARL-FM Arlington, Va.; WIBA-FM Madison, Wis.; WEMP-FM Milwaukee, Wis. Informal requests: WAAF-FM Chicago; WFMF (FM) Chicago; WOPA-FM Oak Park, Ill.

TENDERED FOR FILING

AM—1290 kc

KIVY Crockett, Tex.—CP to change

(Continued on page 95)

CLASSIFIED ADVERTISEMENTS

Payable in advance. Checks and money orders only.

Deadline: Undisplayed—Monday preceding publication date. Display—Tuesday preceding publication date.

Situations Wanted 20¢ per word—*$2.00 minimum* • Help Wanted 25¢ per word—*$2.00 minimum*
All other classifications 30¢ per word—*$4.00 minimum* • Display ads. $15.00 per inch

No charge for blind box number. Send box replies to
BROADCASTING • TELECASTING, 870 National Press Bldg., Washington 4, D. C.

APPLICANTS: If transcriptions or bulk packages submitted, $1.00 charge for mailing (Forward remittance separately, please). All transcriptions, photos, etc. sent to box numbers are sent at owner's risk. BROADCASTING • TELECASTING expressly repudiates any liability or responsibility for their custody or return.

Help Wanted

Managerial

Commercial manager for local station in Southeastern competitive market. Network affiliate with application for TV. Reply stating salary desired and experience. Box 847R, BROADCASTING • TELECASTING.

We are presently operating two Texas AM stations and shortly expect CP for third. We need responsible, industrious young man with sales background to join our organization for few months preparatory to assuming management third station. Our plan calls for salary plus percentage net profits, plus opportunity buy in. Box 868R, BROADCASTING • TELECASTING.

Sales manager. Little Falls, N. Y. MBS affiliate. Must have proven sales record. Top opportunity for right man. Full information to Bob Earle, WLFH, Little Falls, or Art Feldman, MBS, 1440 Broadway, New York.

Salesmen

Special radio program telephone salesman (comm.) for GBA campaigns throughout U. S. Box 788R, BROADCASTING • TELECASTING.

Can you sell? Would you like to live in a pleasant small Western town? We want a good salesman who knows how to sell and who will get out and work at it. As you prove yourself with this local independent, single station market, you can become sales manager. Good guarantee plus commission. Send complete details about yourself to Box 821R, BROADCASTING • TELECASTING.

Salesman — Unusual financial opportunity for man with proven sales background. Car necessary. Travel Tri-State area. Home weekends. Draw and expenses. Write fully for interview. Box 838R, BROADCASTING • TELECASTING.

Telephone salesman—single. Age 30 to 60 willing to travel, sell high grade advertising services by local and long distance telephone. Traveling expenses paid. Salary and bonus opportunity to go. Write F. P. Kendall, National Research Bureau, Inc., NRB Building, Chicago 10, Illinois.

Announcers

Florida coast station. Need two combination men. Both must be heavy on announcing that sells. Send tape or disc, experience record, references, first letter. $80. for 44 hours. Box 900P, BROADCASTING • TELECASTING.

Announcer-engineer with first phone. Must have top announcing ability. CBS station in Southeastern city. Send all pertinent information, salary requirement, telephone number, etc. Box 319R, BROADCASTING • TELECASTING.

Minnesota station wants announcer with first class license. Must be able to type. Good salary. Good opportunity for right man to earn extra money selling. Box 780R, BROADCASTING • TELECASTING.

Do impersonations famous stars, Crosby, Bugs Bunny, etc. Fast flowing ad-lib on DJ, amusing, easy to take commercials. Cueing gimmicks. Box 804R, BROADCASTING • TELECASTING.

Have immediate opening—Combo announcer-engineer. Send tape and complete details with first letter. Box 817R, BROADCASTING • TELECASTING.

Wanted—Combination announcer-engineer. Accent on announcing. Salary excellent and commensurate with ability. Excellent working conditions. Congenial staff and fine climate. Opportunity for advancement. Want dependable permanent man. Box 844R, BROADCASTING • TELECASTING.

Help Wanted (Cont'd)

Morning man with emphasis on strong DJ shows. New studio daytime indie, good Michigan market. UHF applied for. Company owns two AM stations and filing for third. Better than average opportunities and income. Auditions returned. Replies confidential. Box 860R, BROADCASTING • TELECASTING.

Wanted — Announcer with first class license for staff work at Virginia station. Salary based on ability and experience. Box 865R, BROADCASTING • TELECASTING.

Two announcers. Top salary. Only those sending photo and audition considered. Box 873R, BROADCASTING • TELECASTING.

Wanted immediately—Three topflight all-round announcers for new Southern clear channel independent. Send salary requirements, references and tape at once. Box 875R, BROADCASTING • TELECASTING.

If you are a "combo" man and would like a chance to break into sales, here's an excellent opportunity for the right man. We'll give you a good base pay plus an opportunity to earn extra money in sales. Work the board, work sales and service. Contact Bill Baumgarten, Radio Station KBLF, Red Bluff, California.

Wanted immediately—Top newsman to gather, edit and deliver local news and edit and deliver AP news. New Southern clear channel. Send salary requirements, references and tape or contact Randall McCarrell, Radio Station KBWL, Blackwell, Oklahoma.

Wanted: Staff announcer for progressive independent, contact Manager, KCFH, Cuero, Texas.

Announcer-engineer must be good announcer. Start $80.00 a week, excellent living conditions. KTNM, Tucumcari, New Mexico.

Combo man, first phone. $350. for good announcer. Call or wire KVOC, Casper, Wyoming.

Combination announcer-engineer wanted by WBYS, Canton, Illinois. Send disc or tape, full particulars. Salary strictly open, advancement open, housing good. Apply now.

Quality announcer. Must be experienced. Looking for permanent man. Send tape, complete details first letter, WCPS, Tarboro, North Carolina.

Immediately need combination announcer-engineer with emphasis on announcing. Daytime independent requiring good voice and first class license. No drifters or drinkers. Good salary starting with advancement. WFGN, Gaffney, South Carolina.

Combination announcer-engineer for 1 kw independent. Send disc or tape and picture to WFPM, Fort Valley, Georgia.

Progressive Midwest 1 kw station has a position for good combination announcer-copywriter. Heavy on copywriting. $60.00 a week to start. Raise in immediate future. Send replies by mail to Jim Hildebrand, c/o WTIM, Taylorville, Illinois.

Sports announcer. $70.00-$75.00 weekly. Send recording, photo, letter. WVOT, Wilson, North Carolina.

Combination announcer-engineer, first class ticket. Permanent. WWGS, Tifton, Georgia.

Immediate opening for man with ideas. Ability more important than experience. 1,000 watt independent, top-notch staff. Must be content in small community. DJ, news and sports. Contact Don Reed, Program Director, WWYO, Pineville, West Virginia, by letter or phone immediately.

Help Wanted (Cont'd)

Combination man for 1000 watt Michigan station. First class license required. Technical experience unnecessary. Accent on announcing. Box 876R, BROADCASTING • TELECASTING.

Looking for top announcers, engineers, copy writers for our stations. Send William Blizzard work history, photo. Southeastern Broadcasting System, Cordele, Ga.

Wanted—Two combo men and one straight announcer for new North Carolina daytimer. Good salary. Write full details to P. O. Box 641, Rock Hill, South Carolina.

Experienced announcer, top newscaster, DJ, program producer with authoritative commercial delivery. Apply only if worth minimum $75.00 weekly and send tape, reference names, experience. Box 1056, Twin Falls, Idaho. 5000 watt NBC affiliate.

Technical

Transmitter engineer, single. Some experience. Ohio. Pleasant working conditions. Box 803R, BROADCASTING • TELECASTING.

First class transmitter engineer, with car. No experience. Hundred miles from New York. Box 822R, BROADCASTING • TELECASTING.

Wanted immediately—First phone to stand transmitter watch 36 to 40 hours weekly. State salary required and furnish reference. Contact Randall McCarrell, Radio Station KBWL, Blackwell, Oklahoma.

Nebraska. First class engineer wanted for chief engineer position at KCOW, Alliance, Nebraska. Job mainly technical. Opportunity for limited announcing. $325.00 per month, 40 hour week.

Transmitter engineer wanted to fill immediate opening. Five thousand watt MBS-IMN affiliated. Car necessary. KLO, Ogden, Utah.

Engineer wanted. KOPR, Butte, Montana. Car necessary.

Wanted — Combination engineer-announcer. First ticket necessary. Send details, availability to Wm. T. Kemp, KVWO, Cheyenne, Wyoming.

First class engineer or announcer-engineer, immediate opening. WBHP, Huntsville, Alabama.

First class engineer. No experience required. Write WCBT, Roanoke Rapids, North Carolina.

Chief engineer and two combination engineer-announcers needed for new radio station opening soon. Contact J. W. Jacobs, Jr., WDUN, Gainesville, Georgia.

Engineer—First phone, no experience necessary. Progressive station. Better than average opportunity. Position now open. Write or call Radio Station WGRO, Bay City, Michigan.

First class operator or combo immediately. WJOY, Burlington, Vermont, centrally located. Beautiful summer, winter. Rush references, background, salary requirements.

Need first-phone man for transmitter shift. $60.00 for forty hours. Write or call Nick Yalowey, WNLK, Norwalk, Connecticut.

Engineer experienced in station maintenance, studio transmitter and mobile operation. 40-hour week. Salary, cost of living bonus. Position available immediately. Send photo, letter of application and salary expected to WSRS, Cleveland 18, Ohio.

First phone; transmitter operator, WSYB, Rutland, Vermont.

Help Wanted (Cont'd)

Wanted, combination engineer - announcer plus fulltime announcer, and newsman for NBC affiliate soon under construction. For details write WMAM, Marinette, Wisconsin.

Engineer with first class license capable of taking over chief's job in 250 watt network station. Write full qualifications, availability and salary requested to: Gustave Nathan, Radio Station WWCO, Waterbury, Connecticut.

First class engineer, no experience required. Will train for combination work in 1,000 watt independent. Rush full details to P. O. Box 50, New Iberia, Louisiana.

Production-Programming, Others

Experienced girl copywriter. Man's pay for man-size job Pennsylvania independent. Time available for woman's program. Send sample copy and photo. Box 278R, BROADCASTING • TELECASTING.

News editor to take complete charge of news department. Heavy local news coverage. Must have authoritative delivery. Better than average opportunity and income. Aggressive station with TV application. Expanding company. Auditions returned. Replies confidential. Box 861R, BROADCASTING • TELECASTING.

Copywriter-announcer wanted at California kilowatt in metropolitan market. Send full details to Program Director, KGMS, Hotel Senator, Sacramento, California.

Fulltime copywriter wanted who likes to write copy and doesn't feel he or she is a frustrated announcer or salesman. Must have two years solid copy experience and must know merchandising, all types business, in town of 13,000. A copywriter is an important person at our station and we are willing to pay for a good one. Interview necessary. Contact KNCM, Moberly, Missouri.

Television

Salesmen

TV applicant in beautiful, preferred Midwestern city with fine schools, churches and universities, is now accepting applications for TV personnel. State fully your experience, age, salary requirements and other information concerning your qualifications for the following positions: Cameraman, film projectionist, writing, announcing, production, stage management. Particularly interested in TV personnel serving in junior capacities who can develop into department directors. Box 862R, BROADCASTING • TELECASTING.

Time salesman for television station in Southeast. Old established outfit. TV experience desirable but not necessary. If you're a radio newspaper salesman who thinks and will work diligently, you can sell TV. Character and references must be tops to be a member of our staff. If interested please give complete history of yourself and your sales experience. Every detail is important to us. We want the man who wants to work with us and become a citizen of our fine and growing city. Excellent climate, schools, churches, cultural atmosphere, colleges. $100. weekly and commission. We want our account executives to make $6,500. and up. Send small photo. Box 678R, BROADCASTING • TELECASTING.

Television station in highly competitive Ohio city will add one salesman to present staff. Remuneration on commission basis with adequate draw. Looking for aggressive salesman now working in radio or television. Address all inquiries to sales manager, WTVN, Columbus, Ohio.

Announcers

Announcer-television—Television experience not essential. Send educational background, photograph and tape. Box 827R, BRADCASTING • TELECASTING.

Technical

Northeast indie TV applicant has immediate opening for engineer, with or without experience. Opportunity in sales. Box 764R, BROADCASTING • TELECASTING.

XUM

Help Wanted (Cont'd)

Production-Programming, Others

Continuity writer for television station in Southeast. Established newspaper-owned station. TV experience desirable but not requisite. Must be able to plan video material as well as audio. Ability as artist helpful but not necessary. Give complete information on background and references in applying. Also furnish small photo. State salary requirements. Box 679R, BROADCASTING • TELECASTING.

Situations Wanted

Managerial

Broadcaster (40) with sixteen years experience in management, sales, public relations and consultant capacity desires connection as manager with established medium-size station in warmer climate. He has the best of references, is well known in industry, respected family man, sober, energetic, good salesman and competent executive. Good management means profitable operation. It can be yours. Write Box 799R, BROADCASTING • TELECASTING.

Mature woman seeks post as administrative assistant to PD or manager. Wide experience all phases AM and TV. Excellent references. Box 851R, BROADCASTING • TELECASTING.

Announcers

Experienced announcer, first class ticket, good selling voice, prefer West. Box 747R, BROADCASTING • TELECASTING.

Announcer. Good voice. control board operator. Ambitious, conscientious and willing. Available immediately. Box 759R, BROADCASTING • TELECASTING.

Announcer, experienced all phases. Sober, married, veteran. Desire permanent position in regional station. Disc, references. No South please. Box 784R, BROADCASTING • TELECASTING.

Announcer-DJ, 4 years experience, single, veteran, 25, some TV. Box 818R, BROADCASTING • TELECASTING.

Hillbilly DJ, character or straight. 6 years experience. Musician. Prefer large Southern city. Box 832R, BROADCASTING • TELECASTING.

Announcer, disc jockey, control board operator, salary secondary. Wish chance to display ability, love for business. Not adverse to small community. Box 837R, BROADCASTING • TELECASTING.

Good staff man—Smooth commercial delivery, can do play-by-play. Wants job with sports-minded station. Can operate board. Single. Disc and photo. Box 840R, BROADCASTING • TELECASTING.

Experienced combo man with first phone desires permanent position in medium market, go anywhere for good community living. Box 841R, BROADCASTING • TELECASTING.

Announcer, first class license, above average newscaster, married. South preferred. Box 848R, BROADCASTING • TELECASTING.

Recent radio school graduate seeks staff announcing position. Can operate board. Single, disc on request. Box 850R, BROADCASTING • TELECASTING.

Experienced woman broadcaster; AM, TV background. Best references. Box 853R, BROADCASTING • TELECASTING.

Announcer — Solid staff personality. Some sports. 2 years experience. Suburban Chicago. Well qualified, veteran, married. $60.00 minimum. Box 854R, BROADCASTING • TELECASTING.

Newscaster. Mature radio personality twenty-five years with two progressive Midwestern stations, desires new connection as newscaster. Conscientious, reliable, excellent references. Box 855R, BROADCASTING • TELECASTING.

Announcer, veteran. Light on experience. Some experience over New York stations. Beautiful resonant voice. Disc available. Box 856R, BROADCASTING • TELECASTING.

Combination announcer-engineer, college degrees, strong on news, reliable, married. Box 849R, BROADCASTING • TELECASTING.

Situations Wanted (Cont'd)

How about it? Beginner announcer-disc jockey. Single, veteran. I'm willing, are you? Write Box 866R, BROADCASTING • TELECASTING.

Staff announcer-DJ, strong news, 25, single, veteran. 2 years experience. Available now. Personal interview, Ohio, West Virginia, Western Pennsylvania preferred. Box 867R, BROADCASTING • TELECASTING.

Announcer-engineer. First phone. Experienced. Deep full voice. Prefer telephone audition. Tape available. Box 874R, BROADCASTING • TELECASTING.

Used but still durable announcer-farm director. Independent, network experience. 30, single. Prefer Northeast. Available 2 weeks notice. Full information on request. Harold Andrews, West Paris, Maine.

Experienced staff announcer. Go anywhere. Available now. Call WGAA, Cedartown, Georgia. Phone 777, Harry Baldwin.

Announcer - control board operator. Versatile, married, draft exempt. Desires settling small community. Immediately available. Resume, disc, on request. Mel Bennett, 193-04 Station Road, Flushing, New York.

Announcer available—Mature voice, all phases of operations. Strong on commercials, news. Good writer-board man. Experienced New York City independents. Married, sober, draft exempt. Resume, disc, tape on request. Randy Case, 1704 Suydam Street, Brooklyn 37, New York.

Recently discharged veteran desires location in Illinois, Iowa, Missouri. Strong on personality DJ and news. Experienced staff and special events. Presently employed, married, dependable. Tom Dunblazier, 730 South Church, Brookhaven, Mississippi.

Announcer - engineer. First phone. Draft exempt. Up to 10 kw exp. Strong news, sports. Will travel. William Rogel, 1275 Grant Avenue, New York, New York. Jerome 6-5127.

Announcer: experienced, all consoles-networks. Fine quality. Auditions on request. Leeds Scofield, 3340 81st Street, Jackson Heights, New York.

Announcer, disc jockey, control board operator. Reliable, married, draft exempt. Will travel, settle in small community. Some experience. Versatile, adaptable. References, resume, disc on request. John Skripko, 11 Washington Street, Yonkers, New York.

Technical

Engineer experienced chief maintenance design. Box 794R, BROADCASTING • TELECASTING.

Highly qualified engineer seeking permanent position progressive broadcasting or TV station as engineering head. Fifteen years experience all phases of design, construction, management, operation and maintenance. Top salary required. Complete details upon request. Box 823R, BROADCASTING • TELECASTING.

First class ticket. 2 months intensive experience with tapes and records. Presently employed. Box 824R, BROADCASTING • TELECASTING.

First class engineer, 5 months experience desires position straight engineering. State all first letter. Available now. Box 825R, BROADCASTING • TELECASTING.

Engineer. Graduate of RCA. 3 months experience with directional array. Desires work at transmitter and studio. Box 836R, BROADCASTING • TELECASTING.

Engineer — First phone, experienced transmitter, console, remotes, recording. 26, single, car. Box 864R, BROADCASTING • TELECASTING.

First phone, no experience. 3 years technical training in TV and radio. Desires position with broadcasting station. Box 870R, BROADCASTING • TELECASTING.

Chief engineer, seven years experience. Construction and maintenance. Can build station from CP. South, Southeast preferred. Box 871R, BROADCASTING • TELECASTING.

Available immediately: engineer, eight years transmitter-remotes-studio, first class license, car. Permanent. $75.00. Mr. Engineer, 206 Furman Street, Syracuse, New York, 75-8913.

Situations Wanted (Cont'd)

Engineer, eight years experience, 4½ present job 5 kw directional, 1½ years combo. Want permanent employment as chief. Prefer Northwest. Ben Lockard, 1916 7th Avenue South, Great Falls, Montana. Phone 2-7844.

Transmitter operator. First license, considerable broadcast experience. Single, move anywhere. References. Please specify requirements. Lewis Sherlock, Box 891, Denver 1, Colorado.

Production-Programming, Others

Program director: experience: station experience from 250 to 50,000 watt as program director, manager, announcer, continuity director. Network and agency experience over NBC and ABC. Will furnish highest references from past and present affiliations. Presently program director of leading station and regional network. Box 650R, BROADCASTING • TELECASTING.

Program director: college graduate, three years experience. Excellent ideas, smooth programming. Superb knowledge of music. Presently employed. Box 761R, BROADCASTING • TELECASTING.

News director 50 kw station seeks job in market over 100,000. Box 807R, BROADCASTING • TELECASTING.

Continuity man wants offer! Experienced and presently employed. 25, single, veteran and ambitious! Writes copy that sells. Wants opening with first class operation. All replies promptly acknowledged! Box 819R, BROADCASTING • TELECASTING.

No more Northern winters . . . want permanent warm climate job before getting snowed in. Journalism Degree plus 4 years experience news and continuity writing. Excellent references. Box 839R, BROADCASTING • TELECASTING.

Copywriter. Solve your copy problem with a really good man. Stable, highly experienced. Box 846R, BROADCASTING • TELECASTING.

Skilled copywriter; experienced AM and TV; Excellent references. Box 852R, BROADCASTING • TELECASTING.

Upper Midwest radio-TV personality desires permanent staff position combining production, public relations and air work in both media. 18 years radio, 3 years TV. Excellent references. Box 857R, BROADCASTING • TELECASTING.

Sales-conscious PD. Experienced: programming, continuity, overall station operation. Excellent references, background. Box 858R, BROADCASTING • TELECASTING.

Newsman: Journalism Degree. 3½ years good experience with emphasis on local coverage. Write, air and gather. Currently employed. Wants position with progressive station. Box 869R, BROADCASTING • TELECASTING.

Newsroom wanted for capable writer with good background. He's 25, vet, journalism grad and will give you full details immediately! Box 872R, BROADCASTING • TELECASTING.

Television

Managerial

Attention television applicants! Complete key staff of 8 including general manager now available. Combined experience of 107 years. If interested write Box 826R, BROADCASTING • TELECASTING.

Technical

Major network engineer, six years experience. TV-AM production. Young, married, desires responsible position with new TV station in smaller city. References. Ralph McElroy, Room 100, NBC, Hollywood, California.

Production-Programming, Others

TV—Anywhere. Bright gal with best radio experience, some in theater and TV. College graduate. Currently scripter, key station. Seek opportunity as TV program aide. Box 767R, BROADCASTING • TELECASTING.

Ambitious dependable gal presently in radio, familiar with all phases of this medium. Would you give me my start in television? Box 828R, BROADCASTING • TELECASTING.

Television experience: director continuity, programming. Radio background: PD. Unusual ability. Staff, supervisory. Box 859R, BROADCASTING • TELECASTING.

Situations Wanted (Cont'd)

Eager to utilize four years radio experience in any phases of TV production. College graduate, 22, married, 4F. Presently employed Southeast, but will willingly relocate. References. Box 829R, BROADCASTING • TELECASTING.

For Sale

Stations

Midwest station, AM-FM, 1 kw metropolitan market. Desirable location. Monthly net $2,000. Box 549R, BROADCASTING • TELECASTING.

California: Located in best town in state. No competition. Gross around $80,000. 250 w independent. Box 815R, BROADCASTING • TELECASTING.

Midwest—Very profitable daytime. Exclusive market. Principals only. Cash. Owner retiring. Box 845R, BROADCASTING • TELECASTING.

Western and Midwestern stations. Independents, affiliates. All prices. Jack L. Stoll & Associates, 4958 Melrose Avenue, Los Angeles 29, California.

Equipment, etc.

250 watt General Electric AM transmitter. Operates and looks like new. Has been completely overhauled and refinished. Complete with one set tubes. $2,400.00. Box 808R, BROADCASTING • TELECASTING.

For sale: One RCA 50 kw transmitter type 5A-50B. Has been modified to keep abreast of the rigid requirements of the FCC. If in need of a well kept high power radio transmitter, here is your bargain. You make an offer. Your inspection of facility will be welcome. Box 835R, BROADCASTING • TELECASTING.

Will sell at small discount a new RCA TG-1A sync generator complete and a new RCA TK-30A camera chain with studio control and field camera type MI-26010 complete. Contact Frank C. Carman, Radio Station KUTA, Salt Lake City, Utah.

Collins 42A 250 watt antenna tuning unit, metal waterproof housing—No. 16 and No. 18 shielded pair hookup wire. All new. Dalton Sanders, Engineer, KWFC, Hot Springs, Arkansas.

440 feet, 3⅛ diameter rigid coaxial transmission line in 22 feet sections, 51.5 ohm. 3 elbows 90 degrees, 2 end seals and 1 gas barrier. Communications Products type 506. 18 insulated hangers, 15 uninsulated hangers. Sale price complete $2,000 FOB Mobile, Alabama. Contact WABB, 304 Government Street, Mobile, Alabama.

For sale: 200 feet of Andrew type 450 coaxial cable ⅞ x 51.5 ohms. For price and additional information write: A. S. Alexander, WMAM, Marinette, Wisconsin.

One kw AM transmitter (used less than one year) type XT-I-A. Model 4XTIAI, console with desk type BC3A GE. 3 kw FM transmitter type BT-3A also modulation and frequency monitors and monitor amplifier, jack strip and rack. 500 feet of 3⅛" coax in good condition. Terms will be considered. North Dakota Broadcasting Company, Box 1712, Minot, North Dakota. Phone 51-161.

16mm Houston processing machine. Model K1A. Like new. List $5,500. Bargain at $3,500. Camera Equipment Co., 1600 Broadway, New York 19, N. Y.

Wanted to Buy

Equipment, etc.

Wanted—Used transmitter for standby. 250 or 1000 watt in good condition. Box 626R, BROADCASTING • TELECASTING.

Equipment wanted: Complete for 1 kw station including a 300 foot tower. Box 833R, BROADCASTING • TELECASTING.

Wanted: Pulse operated FM receivers, 110v. a.c. prefer REL 720. State condition, price. Box 842R, BROADCASTING • TELECASTING.

Wanted to buy: RCA FM four section standard pylon antenna. RCA or Johnson iso-coupler. 400 feet 1⅝ nominal 50 ohm transmission line. Box 863R, BROADCASTING • TELECASTING.

(Continued on next page)

Wanted to Buy (Cont'd)

Wanted: 5 kw AM transmitter, late model, standard make. Also 250 to 1000 w FM transmitter and antenna. KREM, Spokane, Washington.

Need 5 kw transmitter in good condition not over ten years old. Also dual or single channel console in good condition, both commercial. Air mail information to W. D'Orr Cozzens, Intermountain Network, 146 South Main Street, Salt Lake City, Utah.

Miscellaneous

Young, vigorous and experienced personnel interested in contacting someone who is willing to invest in Midwestern AM station. Great potential revenue. Box 834R, BROADCASTING • TELECASTING.

I am interested in investing up to $1,000.00 in small AM-FM station. State type of agreement desired. Box 843R, BROADCASTING • TELECASTING.

Commercial crystals and new or replacement broadcast crystals for Bliley, Western Electric, RCA holders, etc., fastest service. Also monitor and frequency measuring service. Eidson Electronic Co., Temple, Texas, phone 3-3901.

FCC first-phone in 6 weeks. Both residence and correspondence courses available. Grantham Radio License School, 6064 Hollywood Blvd., Hollywood 28, California.

Employment Service

EXECUTIVE PLACEMENT SERVICE

We have selected General Commercial and Program Managers; Chief Engineers, Disc Jockeys and other specialists. Delays are costly; tell us your needs today.

HOWARD S. FRAZIER

TV & Radio Management Consultants

708 Bond Bldg., Washington 5, D. C.

Help Wanted

Managerial

MANAGER

Manager for new Station WXOK now building in Baton Rouge, Louisiana. You must have a background as station manager or commercial manager and a proven record of successful selling in a market of at least 75,000. This is a good paying job for a hard working aggressive operator who knows how to sell in a competitive market. You will be supported by a tested and proven pattern of successful operation as a member of "The OK Group" together with WBOK New Orleans, and KAOK Lake Charles, Louisiana. You have an opportunity to make real money based on your results. You will receive a good base salary plus an over-ride on gross sales.

We want a manager capable of running the entire station operation but above all we want a real salesman who can and will produce business. Unless you have an excellent sales record which will stand close inspection do not apply. Write or phone giving full details of your sales experience, education, business background, total billing and your earning record for the past four years.

Apply—Stanley W. Ray, Jr., Manager, Station WBOK, New Orleans, Louisiana.

Help Wanted (Cont'd)

Announcers

TWO NEGRO DISC JOCKEYS

We need two ambitious colored disc jockeys with ability for a new station . . . WXOK . . . now being built in Baton Rouge, Louisiana. One must be a wild, frantic jive type with quick wit, imagination and the ability to hit a commercial hard. He must know his race music and be capable of entertaining a studio audience.

The other disc jockey must be an intelligent, smooth talker without accent in his speech, capable of ad-lib and selling a commercial. He must have a thorough knowledge of spiritual and gospel music with proper reverence for this type of program.

Both men will be heavily supported with promotion. You will be associated with the same owners who developed the nationally famous "Okey Dokey" and "Honeyboy" Hardy of WBOK, New Orleans; and "Bubber" Lutcher of KAOK, Lake Charles, Louisiana.

Salary will be based on experience, ability and knowhow. Send letter giving complete details of your experience, education, present employment and earning record for the last two years. Send audition disc of program you prefer together with a recent photograph.

Write Stanley W. Ray, Jr., Manager, Station WBOK, New Orleans, Louisiana.

Television

Managerial

EXPERIENCED TV EXECUTIVE to take charge of UHF station in process of getting on air. Must be college graduate and experienced in all executive phases of TV. Excellent opportunity for man now working as assistant manager or second man in a TV station. Give complete record, salary expected to start and references in first letter. Box 789R, BROADCASTING • TELECASTING.

Technical

COLLEGE GRADUATE RADIO ENGINEER with knowledge and experience in TV for UHF license, excellent opportunity for thoroughly trained and competent young man. Give step-by-step story of record, references and starting salary expected. Box 790R, BROADCASTING • TELECASTING.

Situations Wanted

Managerial

MEMO—October, 1952

To: Station Owners—TV

From: *Topnotch Radio-TV Executive*

Subject: **Your future profits**

I helped put major metropolitan problem station in the black against heaviest competition past three years. Can do the same for you. 13 years broadcast management accent on sales. Programs, public relations, operations, personnel, federal laws. Can carry tough multiple load. Best New York references. Rotarian and Elk. Family man. Age 39. Interested hard-hitting new operation or older one needing new fire power. Salary range $10,000-$20,000 and/or bonus override. All inquiries confidential. Box 730R, BROADCASTING • TELECASTING.

milestones . . .

► CKAC, Montreal's first French language station, has celebrated its 30th anniversary by carrying some 50 special programs. Feature of the celebration was a program produced in Hollywood, presenting a number of film stars.

► NEALE V. BAKKE, sales manager, WTMJ-AM-TV Milwaukee, was honored by fellow employes Oct. 16 at a surprise party marking his 25th anniversary with the *Milwaukee Journal*, owned by the Journal Co., which also is licensee of WTMJ-AM-TV. Walter J. Damm, vice president-general manager of radio for the Journal Co., presented Mr. Bakke with a 25-year medal.

► WGH Newport News, Va., on Oct. 19 celebrated its 24th anniversary. When the station first went on the air—with a small soapbox transmitter—its call letters were WNEW. They were changed shortly thereafter when the area began its "World's Greatest Harbor" campaign. Edward E. Bishop, who helped organize the station 24 years ago, is vice president-general manager.

► JACK HOLDEN has marked his 21st anniversary of continuous service as an announcer with WLS Chicago. Mr. Holden emcees several portions of the *National Barn Dance* and the *Magic Harp* series on *School Time*, award-winning educational feature. For three years, he wrote and enacted the title role on *Tom Mix*, a network children's serial.

► JOE SCHERTLER, auditor, Westinghouse station KEX-AM-FM Portland, Ore., was awarded a Westinghouse 15-year service pin a fortnight ago. Mr. Schertler in 1929 joined Westinghouse at East Pittsburgh. Mr. Schertler is serving his third year as secretary-treasurer of the Oregon State Broadcasters' Assn.

► GEORGE CUSHING on Oct. 12 served as moderator of the 500th weekly broadcast of the WJR Detroit forum program, *In Our Opinion*. During its history, the program carried all levels of opinion on a wide variety of subjects. Moderator Cushing, also a WJR vice president, has interviewed senators, bishops, governors, scientists, farmers, clowns and even derelicts, WJR reports. Programs are conducted without a prepared script.

► TENTH year of continuous sponsorship of the *News With Henry Gladstone* program on WOR New York (Sun., 10-10:15 a.m. EST) by A. Goodman & Sons Inc., New York., makers of noodles, macaroni and other products, was celebrated throughout last week. WOR used newspaper space to salute the sponsor and Goodman reciprocated for the station.

► CBS Radio's *Mr. Keen, Tracer of Lost Persons*, sponsored by Liggett & Myers Tobacco Co., and American Chicle Co., will mark its 10th anniversary on its Friday broadcast (8-8:30 p.m.).

► NBC-TV's *Kukla, Fran and Ollie* celebrated its fifth anniversary Oct. 12, and RCA its fifth year as a sponsor of the program. Burr Tillstrom, show's creator, and members of the troupe, aired their first regular TV program on WBKB Chicago, Oct. 13, 1947, with RCA as a sponsor. Show is now seen on 47 stations.

Situations Wanted (Cont'd)

Television

Managerial

WANT TV SALES MANAGER?

Competent sales executive (31) 5 years local and national sales. Experience includes middle market TV station and leading national tele representative. Wire or write Box 820R, BROADCASTING • TELECASTING.

Production-Programming, Others

TELEVISION PROGRAM DIRECTOR

Three years practical experience all phases of television. Mature family man. Invaluable, diversified background in television, radio and motion pictures. Now employed in one of nation's largest and most profitable television operations. Thorough knowledge of programming and production. Can help set up new commercial television station. Top references. Desire opportunity to associate with new organization in a top position where my experience will be of greater value. Box 816R, BROADCASTING • TELECASTING.

For Sale

Equipment, etc.

Television broadcast antenna, 3 bay, RCA model TF3A, available immediately. Tuned to channel 5, suitable for channels 4, 5 and 6. Also, 74' Ideco triangular tower. Contact Chief Engineer, KEYL, San Antonio, Texas.

Miscellaneous

WHO PAINTED WBTV's 562 FOOT TOWER?

J. M. HAMILTON & CO.

PAINTING • MAINTENANCE
ERECTION • SKILLED WORKMEN
YEARS OF EXPERIENCE
Box 2412 Gastonia, N. C.
1736 Columbia Rd., N. W., Wash., D. C.

MIDWEST

$50,000.00

Profitable independent in rich single station market. Showing consistent increases. Financing arranged.

WEST COAST

$90,000.00

A very successful independent operation with a real growth record. Beautiful market. Cash and accounts receivable included. Liberal financing.

Appraisals • Negotiations • Financing

BLACKBURN-HAMILTON COMPANY

RADIO STATION AND NEWSPAPER BROKERS

WASHINGTON, D. C.	CHICAGO	SAN FRANCISCO
James W. Blackburn	Ray V. Hamilton	Lester M. Smith
Washington Bldg.	Tribune Tower	235 Montgomery St.
Sterling 4341-2	Delaware 7-2755-6	Exbrook 2-5672

CBS PETITION

Presented on WBKB Status

FEAR that its purchase of WBKB (TV) Chicago might be "fouled" by Zenith Radio Corp. petitions—if and when the FCC approves ABC-United Paramount Theatres merger—caused CBS last week to petition the Commission to (1) deny the Zenith petitions or (2) put conditions on the WBKB license if and when its transfer to CBS is approved.

Situation is outgrowth of fact that WBKB license, which CBS seeks to purchase for $6 million, may be in jeopardy because of Zenith petitions asking for (1) comparative hearing on Channel 2, and (2) declaratory ruling on the status of Channel 2 in Chicago.

Under the terms of FCC's Sixth Order and Report, WBKB was ordered to move from Channel 4 to Channel 2. Zenith, however, has a Channel 2 application pending, and insists it has a right to a comparative hearing with WBKB for that channel.

Calls For Transfer

Agreement with WBKB owners calls for transfer of a "regular license" to CBS, network's petition pointed out. Because of Zenith contentions WBKB may not have a "regular license" to transfer to CBS if and when approval to merger and subsequent sale of WBKB to CBS is given, CBS said.

If a merger of ABC and UPT is approved, the new company must relinquish one Chicago TV station —since ABC already owns WENR-TV there. This is in line with the FCC's duopoly rules, which forbid the same owner having more than single station in the same community.

Possiblity of legal hassle with WBKB was also raised by CBS.

CBS said it does not want to pay $6 million for the right to a comparative hearing with Zenith.

In outlining legal reasons for denying the Zenith petitions, CBS referred to the Lancaster case and its implications to the Chicago situation. In the Lancaster situation, the Commission ordered WGAL-TV to change from Channel 4 to Channel 8, but because WLAN Lancaster was an applicant for Channel 8, the FCC set both for comparative hearing [B•T, Sept. 22].

If FCC does not deny Zenith petitions, or if Zenith takes denials to court and a court decision is still pending, CBS asked that the Commission state in its order approving the transfer of WBKB to CBS that:

. . . such license or permit will be granted subject to agreement between B&K [Balaban & Katz, subsidiary of UPT and licensee of WBKB] or its successor and CBS for interim operation and subject to being withdrawn if any license or permit for commercial television broadcasting on vhf Channel 2, Chicago is granted to some one other than CBS as transferee as a result of a comparative hearing the right to which is premised, in whole or in part, on the shift from Channel 4 to Channel 2 directed by the Commission in its Sixth Report and Order.

FCC roundup

New Grants, Transfers, Changes, Applications

box score

SUMMARY THROUGH OCTOBER 23

	On Air	Licensed	CPs	Appls. Pending	In Hearing
AM Stations	2,358	2,340	131	313	177
FM Stations	622	579	73	22	5
TV Stations	111	93	89	884*	241

* Filed since April 14 of which 82 have been granted.

For Television Grants and Applications, see page 64.

Non-Docket Action . . .

TRANSFER GRANT

WROK-AM-FM Rockford, Ill. — FCC granted transfer of control from Rockford Bcstrs. Inc. (Albert G. Simms, et al.), to **Ken-Mar Co.** for $3,017,543. Price includes *Rockford Star* and *Register-Republic*. Principals in transfer include **F. Kenneth Todd** (43½%), general manager of *Rockford Star* and *Register-Republic*; **F. Ward Just** (39%), general manager of *Waukegan* (Ill.) *News-Sun*; **William M. Layman** (10%), and **L. C. Miller** (7½%). (See story, this page.) Granted Oct. 23.

New Application . . .

AM APPLICATION

Knoxville, Tenn.—Marvin I. Thompson, 1921 Natchez St., Knoxville. Requests 800 kc, 1 kw daytime; antenna height 270 ft. Estimated cost about $83,413 (book value of WIBK Knoxville, physical property of which Mr. Thompson proposes to buy at book value). Estimated first year operating expense and revenue not indicated. Mr. Thompson was 50% owner of WIBK (license for which was denied by FCC, see B•T, Oct. 20), and is 50% owner of Freemar Co. (radio station promotion), Knoxville. Filed Oct. 17.

FCC Actions

(Continued from page 91)

from 1570 kc, 250 w-D to 1290 kc, 500 w-D.

Change DA

KCJB Minot, S. D. — CP to make changes in DA to accommodate TV ant.

October 23 Decisions . . .

BY COMMISSION EN BANC

License Renewals

Following were granted renewal of licenses for regular period:

KBYE Dallas, Tex.; KSTL St. Louis, Mo.; WPIK Alexandria, Va.; KBUH Tremonton, Utah; WWEZ New Orleans, La.; KWGB Goodland, Kans.

NBS Study

STUDY of TV long-distance signals indicates that reception 200 to 500 miles from transmitting station is troposphere propagation and mostly in channels 7 to 13, whereas 500 to 1,500 mile reception is Sporadic E reflections, mainly in channels 2 to 6. That is conclusion of Ernest K. Smith, Central Radio Propagation Lab. engineer, in National Bureau of Standards Report No. 1907 on "The Effect of Sporadic E on Television Reception." Study was based on 456 reports by 103 "spotters" during the period May 22 to Sept. 25, 1950.

WROK SALE

FCC Approves Merger

THREE-MILLION dollar sale of WROK-AM-FM Rockford, Ill., and associated newspapers, involving merger of three corporations now controlled by Albert G. Simms, to a new corporation controlled by F. Kenneth Todd, was approved last Thursday by the FCC.

The sale involves merger of Winnebago Newspapers Inc. with Rockford Consolidated Newspapers Inc. and Republic Co. of Rockford.

Stock owned by Rockford Broadcasters Inc., which in turn was owned by Rockford Consolidated Newspapers, is being transferred to the Ken-Mar Co., which Mr. Todd controls. He will own 43½% interest in the new company. Mr. Todd was general manager of the Rockford Consolidated Newspapers, the *Star* and the *Register-Republic*, before the merger-sale.

Other stockholders include F. Ward Just, William M. Layman and L. C. Miller. Mr. Just, who will own 39% interest, is general manager of the *Waukegan* (Ill.) *News-Sun*.

Walter M. Koessler, general manager of the ABC affiliate, will remain with the station.

Although the sale price includes both newspaper and radio properties, and does not indicate the exact value of either property, the balance sheet of WROK shows current assets of $176,544 and total assets of $390,227. It has current liabilities of $22,722.

WROK is on 1440 kc with 1 kw daytime, 500 w night.

PLANS COLOR SETS

Sylvania to Be Ready

COLOR television receivers will be placed on the market in limited numbers by Sylvania Electric Co. in late 1954 if FCC approves a compatible system, John K. McDonough, new general manager of the company's radio and television division, told a news conference Wednesday.

He said the sets would be manufactured along the lines suggested by the National Television Systems Committee, an industry-wide group working on the development of a compatible color system acceptable to the FCC. Production would begin at the division's Buffalo plant by mid-1953 to be ready for distribution late in 1954, he added. Announcement of Mr. McDonough's promotion from general sales manager to general manager was made by Arthur L. Chapman, vice president. The new general manager predicted sale of at least 6 million television sets in 1953 and 7 million in both 1954 and 1955.

SHIPLEY PETITION

Asks WNBW Renewal Hearing

PROTEST was filed with FCC last week by Carl L. Shipley, attorney for Betty Lou Summers, against renewal of the license of WNBW (TV) Washington, NBC O & O TV outlet, on charges that the station promised the winner of a contest on one of its shows $4,000 to $5,000 in prizes, then refused to keep its promise.

Mrs. Summers said she won the contest by distributing 20,000 post cards and having individuals mail them to the station in the form of popularity votes for her, acting on the advice of Igna Rundvold, who conducted the show. The protest also charged Eugene E. Juster, WNBW manager, with writing a "smear" letter against Mrs. Summers to the FCC. The Juster letter was in reply to an earlier complaint filed with the Commission by Mr. Shipley in the case. The new petition asks hearing on the WNBW renewal, granted by FCC on Sept. 24.

Another **BMI** *"Pin Up" Hit*

SAY YOU'LL WAIT FOR ME

Published by Hollis

On Records: **Al Martino—Capitol; Dolores Grey-Sy Oliver—Decca; Bill Hayes—MGM; Sarah Vaughan-Percy Faith—Columbia.**

BROADCAST MUSIC INC. 580 FIFTH AVENUE NEW YORK 19, N. Y.
NEW YORK • CHICAGO • HOLLYWOOD

BMI

Newsmen Pick Winners

(Continued from page 25)

bership of the new Senate will be divided?

Average of the answers:

Republicans (now 46)	47
Democrats (now 50, including McMahon seat)	49
Total	96

In the *Newsweek* poll, the newspaper writers, on the average, gave the Republicans 46 and the Democrats 50, retaining the *status quo*.

Almost all the radio-TV newsmen in the B•T poll were consistent in believing that the winning Presidential candidate would carry his party to victory in the Senate. Among those predicting an Eisenhower victory only four guessed that he would have a Democratic Senate on his hands. Among those predicting a Stevenson victory only one thought he would have a Republican Senate.

Of all the radio-TV newsmen, 17% thought the Senate would be split 48 to 48 between the parties.

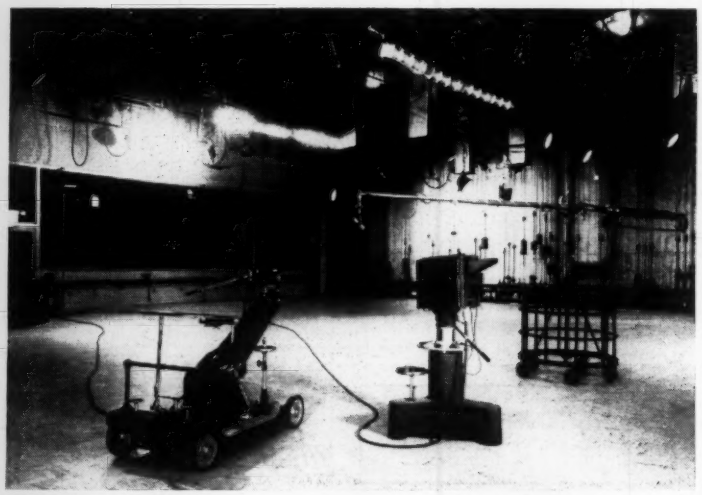
3. How do you think the membership of the new House will be divided?

Average of the answers:

Republicans (now 202)	211.6
Democrats (now 232)	222.9
Other (now 1)	.5
Total	435

The average of the radio-TV newsmen's answers and that of the newspaper correspondents in the *Newsweek* poll were almost identical on this question. *Newsweek's* newspaper people gave the Republicans 212 seats and the Democrats 223.

Again, the radio-TV respondents to the BROADCASTING • TELECASTING poll felt, for the most part, that the winning Presidential candidate would have a sympathetic House. Only four who predicted an Eisenhower victory thought he would have a Democratic House. Only two Stevenson forecasters thought he would have a Republican House.



THIS VIEW of new WTVJ television studio shows new equipment which station claims makes its facilities "the finest in the South." ➤

TV TOMORROW

Weaver Speaks In N. Y.

TELEVISION was pictured as the primary means of communication of news, ideas, entertainment and culture in the world of the future by Sylvester L. Weaver Jr., NBC vice president in charge of radio and television networks, in a speech at the Manhattan College (New York) Centennial Symposium Thursday night. ★

He said that "not this Christmas, but we hope that by next Christmas Americans will be able to view the Pope celebrating a Mass from the Vatican."

In a talk that prophesied wondrous developments in all fields of electronics, Mr. Weaver asserted that the day will come when television will enable people "to attend every gathering around the Planet that is significant to you as a human being." He described television as an equalizer that would eliminate preferential treatment because of "position, or wealth, or influence, or luck."

He declared that television will be in color and on a "compatible basis . . . so that all sets can view all shows without change."

Despite the pre-eminence of TV in the world of the future, Mr. Weaver voiced confidence that "radio will continue to be an important part of the communications system." Working hand in hand, he said, radio and TV will "offer both a family attraction plus the personal services to meet the requirements and wishes of each member of the family."

He envisioned a television screen usable for showing material recorded in the machine from transmissions during the night so that news, music, weather, time and features will be available by push button on arising. He added that additional screens will be available in other rooms of the house to "make television follow the radio pattern of multiple programming, offering services for each individual's wants and needs."

Other things-to-come foreseen by Mr. Weaver were: Electronic equipment to answer your phone, clean the house, get rid of waste paper, air condition the house, cook the food, baby-sit, read books or papers aloud to you, take down your orders or diary or thoughts, open and close doors and keep your house moving along with the sun.

He predicted that advances in electronic calculators will enable machines to replace men to do the drudge thinking and working of the past in all fields, releasing the intellectual and physical effort of those men for other works more productive and more satisfying."

Among the "miracles of television" that the everyday man will experience, as envisaged by Mr. Weaver, will be a visit to the moon via TV.

Mr. Weaver spoke as substitute for Joseph H. McConnell, NBC president, who was forced to cancel his appearance because of a conflicting business appointment.

WTVJ (TV) PLANT

Formal Opening Nov. 5

FORMAL opening of the new WTVJ (TV) Miami television plant, described as "the finest in the South," will be held during the 10 days beginning Nov. 5, according to Mitchell Wolfson, president and principal owner of the station.

The new WTVJ studios are housed in the Capitol Theatre, built 26 years ago by the Wometco Theatre chain, of which Mr. Wolfson is head.

The Capitol Theatre was remodeled and two stories added to its single floor. The first floor accommodates executive offices, programming, sales and receiving departments and storage and prop space.

Most of the second floor is occupied by a 68 x 100 ft. studio. On the third floor are control and master control rooms, projection room, maintenance shop and engineering research and engineering offices. The new building is connected to the former WTVJ building by a third building, 25 x 25 ft.

Size of the new plant and its equipment will permit WTVJ to undertake many types of local programming heretofore impossible, Mr. Wolfson said.

CROSLEY BUYS

Tarzian Tube Plants

AS part of an expansion move in television and radio operations, the Crosley Division of Avco Mfg. Co. last week purchased the manufacturing facilities of the tube divisions of Sarkes Tarzian Inc., Batavia, Ill. The plants manufacture television picture and miniature receiving tubes.

John W. Craig, vice president of Avco and general manager of the Crosley Div., said the plants will aid in "alleviating critical shortages as they have occurred in the past and will undoubtedly occur in the future." He noted that during the month of September shipments of Crosley TV and radio sets were "almost double those for the same month last year."

Sarkes Tarzian Inc., former owner of the plants, manufactures tuners and selenium rectifiers at its home base in Bloomington, Ind. It also owns WTTV (TV) in that city.

Gardner Anniversary

FIFTIETH anniversary celebration honoring Herbert S. Gardner Sr., founder and board chairman of Gardner Adv. Co., was held last week at the agency's St. Louis headquarters. Media, advertiser, agency, and other industries were represented at the three-day fete. Guests were shown the newly enlarged three-story headquarters suite at 915 Olive St.

FARM STATION?

Yes! For over a quarter-century our entertainment and services have been planned for farmers in Kansas and adjoining states.

WIBW The Voice of Kansas in TOPEKA

Four New Grants

(Continued from page 63)

quires the city's only facility in uhf Channel 62. FCC's city priority listing shows Frederick receives five out-of-town signals at the present time.

Great Plains' uhf Channel 38 grant is the first facility for Duluth. Both vhf Channels 3 and 6 are in competitive hearing status while no bid pends for uhf Channel 32.

KEPO's grant for vhf Channel 13 is the third authorization for El Paso, the earlier grants being vhf Channel 4 for KROD-TV and vhf Channel 9 for KTSM-TV.

Miller C. Robertson, president and general manager of KEPO, stated the new TV outlet would be put on the air as soon as possible. RCA equipment has been ordered, he said.

The Commission's order to finalize the allocation of Channel 4 to Irwin, Pa., will become effective 30 days after publication in the *Federal Register*. The proposal to add the vhf channel to the Pittsburgh area was reported several weeks ago [B•T, Sept. 1], stemming from the suggestion of Pittsburgh Mayor David L. Lawrence. In the Sixth Report and Order finalizing the TV reallocation plan, FCC refused to add Channel 4 to Pittsburgh itself because of less than sufficient co-channel spacing from Columbus, Ohio.

KQV Pittsburgh earlier announced it will seek Channel 4 at Irwin.

WLOA Dismissal

FCC also dismissed a petition by WLOA Braddock, Pa., requesting reconsideration of the Sixth Report so as to assign Channel 4 to Braddock. Both Irwin and Braddock adjoin Pittsburgh. WLOA has an appeal of the case pending before the U. S. Court of Appeals for the District of Columbia.

In proposing to assign uhf Channel 52 to Princeton, Ind., FCC acted upon petition of M. R. Lankford, licensee of WRAY there. Comments may be filed by Dec. 2.

FCC also adopted a memorandum opinion and order denying the petition of KROW Oakland, Calif., requesting the Commission to reconsider the Sixth Report with respect to vhf allocations in the San Francisco area and to reconsider its action in removing KROW's pre-freeze TV application from hearing status.

KROW, one of several applicants to go through the original San Francisco - Oakland comparative hearing, asked FCC to restore its application to hearing status. The station has an appeal of the Sixth Report pending in court at San Francisco.

The Commission also denied petition of WVJS Owensboro, Ky., for waiver of FCC's rules so as to amend the allocation table now to add vhf Channel 9 to Hatfield, Ind.

The following TV applicants were scheduled for hearing by the Commission in Washington on Nov. 17:

Flint, Mich.—WJR Detroit and Trebit Corp. (WFDF), both seeking vhf Channel 12.

Flint, Mich.—W. S. Butterfield Theatres Inc. and Trendle-Campbell Broadcasting Corp. (WTAC), both seeking uhf Channel 16.

Beaumont, Tex. — Enterprise Co. (KRIC), Beaumont Broadcasting Corp. (KFDM) and KTRM Inc. (KTRM), all three seeking vhf Channel 6.

Duluth, Minn.—Head of the Lakes Broadcasting Co. (WEBC) and Red River Broadcasting Co. (KDAL), both seeking vhf Channel 3.

Duluth, Minn.—Superior, Wis.—Ridson Inc. (WDSM Superior) and Lakehead Telecasters Inc. (WREX Duluth), both seeking vhf Channel 6.

Sacramento, Calif. — McClatchy Broadcasting Co. (KFBK) and Sacramento Telecasters Inc., both seeking vhf Channel 10.

Sacramento, Calif. — KCRA Inc. (KCRA) and HARMCO Inc. (KROY), both seeking vhf Channel 3.

Fort Wayne, Ind.—Northeastern Indiana Broadcasting Co. (WFTW), News Sentinel Broadcasting Co. (WGL) and Fort Wayne Television Corp., all three seeking uhf Channel 33.

The New Grantees' Commencement Target Dates

HERE are the 78 post-thaw new TV grantees, as of last Thursday, and the dates on which they expect to commence operation. Channels authorized, as well as network affiliation where signed, is also given. Four additional new grants, reported Friday, are on page 63.

Grantee	Ch.	Starting Date	Network Affiliation	National Representative
KFEL-TV Denver	2	On Air (July 18)	NBC, Dumont	Blair
KPTV (TV) Portland	27	On Air (Sept. 19)	NBC	NBC Spot Sales
KBTV (TV) Denver	9	On Air (Oct. 2)	CBS, ABC	Free & Peters
WSBA-TV York, Pa.	43	Nov. 4	ABC	Radio Reps.
KDUB-TV Lubbock	13	Nov. 15	CBS, DuMont	.....
KXLY-TV Spokane, Wash.	4	Nov. 27	.....	Walker
WBRE-TV Wilkes-Barre, Pa.	28	Dec. 1	NBC	Headley-Reed
WHUM-TV Reading, Pa.	61	Dec. 1	CBS	H-R Reps.
KGMB-TV Honolulu, T. H.	9	Dec. 1	.....	Free & Peters
WAKR-TV Akron, Ohio	49	Late 1952	.....	Weed
WKST-TV New Castle, Pa.	45	Late 1952	.....	Meeker
WILK-TV Wilkes-Barre, Pa.	34	Jan. 1	.....	Avery-Knodel
WNOK-TV Columbia, S. C.	67	Jan. 1	CBS	Forjoe
WEEK-TV Peoria, Ill.	43	January	.....	Headley-Reed
WICC-TV Bridgeport, Conn.	43	January	.....	Petry
KOLN-TV Lincoln, Neb.	12	Feb. 1	.....	Pearson
WMAC (TV) Massilon, Ohio	23	Feb. 1	.....	Headley-Reed
KROD-TV El Paso, Tex.	4	February	.....	Taylor
KTBC-TV Austin, Tex.	7	Dec. 1	CBS	Taylor
WROV-TV Roanoke, Va.	27	Dec. 15	.....	Burn-Smith
KDEN (TV) Denver	20	Dec. 17	.....	.....
WKAB-TV Mobile, Ala.	48	Dec. 25	.....	Forjoe
WJTV (TV) Jackson, Miss.	25	Dec. 25	.....	Katz
WTVU (TV) Scranton, Pa.	73	Dec. 25	.....	.....
WSBT-TV South Bend, Ind.	34	Late 1952	.....	Raymer
WAFB (TV) Baton Rouge, La.	28	Late 1952	CBS	Adam Young
WHYN-TV Holyoke, Mass.	55	Late 1952	.....	.....
WWLP (TV) Springfield, Mass.	61	Late 1952	.....	Hollingbery
WCOV-TV Montgomery, Ala.	20	March 1	.....	Taylor
WFTL-TV Fort Lauderdale, Fla.	23	March 1	.....	Sears & Ayer
KCBD-TV Lubbock, Tex.	11	March	.....	Pearson
WCOS-TV Columbia, S. C.	25	March	.....	Headley-Reed
KGNC-TV Amarillo, Tex.	4	March-April	.....	Taylor
KRTV (TV) Little Rock, Ark.	17	April 15	.....	Pearson
WPAG-TV Ann Arbor, Mich.	20	April	.....	McGillvra
WGBI-TV Scranton, Pa.	20	April	.....	Blair
WSUN-TV St. Petersburg, Fla.	38	May 1	.....	Weed
WSEE-TV Fall River, Mass.	46	May	.....	.....
WHP-TV Harrisburg, Pa.	55	May	.....	Bolling
WCTV (TV) Flint, Mich.	28	Early 1953	.....	.....
KTSM-TV El Paso, Tex.	9	Early 1953	.....	Hollingbery
WNOW-TV York, Pa.	49	Early 1953	DuMont	.....
WICC-TV Bridgeport, Conn.	42	Early 1953	.....	.....
WKNB-TV New Britain, Conn.	30	Early 1953	.....	Best
KHQ-TV Spokane, Wash.	6	Early 1953	.....	Katz
WFMJ-TV Youngstown, Ohio	73	Early 1953	NBC	.....
WKBN-TV Youngstown, Ohio	27	Early 1953	.....	Raymer
WSLS-TV Roanoke, Va.	10	Early 1953	NBC	Avery-Knodel
WFMJ-TV Youngstown, Ohio	73	July	.....	Headley-Reed
WEEU-TV Reading, Pa.	33	Mid-1953	.....	Headley-Reed
WCEE (TV) Asbury Park, N. J.	58	Late 1953	.....	.....
WKAQ-TV San Juan, P. R.	2	1954	.....	.....
KMJ-TV Fresno, Calif.	24	Unknown	.....	Raymer
U. of Southern California, Los Angeles	*28	Unknown	.....	.....
Mountain States TV Co., Denver	26	Unknown	.....	.....
WSJL (TV) Bridgeport, Conn.	49	Unknown	.....	.....
WITV (TV) Fort Lauderdale, Fla.	17	Unknown	.....	.....
WTVO (TV) Rockford, Ill.	39	Unknown	.....	.....
KSAC-TV Manhattan, Kan.	*8	Unknown	.....	.....
WPTV (TV) Ashland, Ky.	59	Unknown	.....	.....
WNBH-TV New Bedford, Mass.	28	Unknown	.....	Walker
WKAR-TV East Lansing, Mich.	60	Unknown	.....	.....
WKNX-TV Saginaw, Mich.	57	Unknown	.....	Holman
KFEQ-TV St. Joseph, Mo.	2	Unknown	.....	Headley-Reed
KTTS-TV Springfield, Mo.	10	Unknown	.....	Sears & Ayer
KFOR-TV Lincoln, Neb.	10	Unknown	.....	Petry
WQTV (TV) Binghamton, N. Y.	*46	Unknown	.....	.....
WRTV (TV) Albany, N. Y.	*17	Unknown	.....	.....
WTVF (TV) Buffalo, N. Y.	*23	Unknown	.....	.....
WGTV (TV) New York City	*25	Unknown	.....	.....
WROH (TV) Rochester, N. Y.	*21	Unknown	.....	.....
WHTV (TV) Syracuse, N. Y.	*43	Unknown	.....	.....
Sir Walter Television & Bstg. Co., Raleigh, N. C.	23	Unknown	.....	.....
WUTV (TV) Youngstown, Ohio	21	Unknown	.....	.....
WTVT (TV) Chattanooga, Tenn.	43	Unknown	.....	.....
WOUC (TV) Chattanooga, Tenn.	49	Unknown	.....	McGillvra
KFDA-TV Amarillo, Tex.	10	Unknown	.....	Branham
KTVA (TV) Austin, Tex.	24	Unknown	.....	.....
KCTV (TV) Austin, Tex.	18	Unknown	.....	.....
KUHT (TV) Houston, Tex.	*8	Unknown	.....	.....

* Educational permittees.

EXPONENTS of theatre TV during a hearing lull: S. H. Fabian (l), chairman of National Exhibitors Theatre Television Committee, and Nathan Halpern, president of Theatre Network Television Inc.

* * *

Theatre TV

(Continued from page 63)

sible compromises in bandwidth to save spectrum space.

Majority of motion picture testimony was presented by Frank H. McIntosh and Andrew F. Inglis, of the Washington consulting engineer firm of McIntosh & Inglis, and by Stuart L. Bailey of the Washington consulting engineer firm of Jansky & Bailey.

Also testifying were Paul Raibourn, Paramount Pictures TV vice president, and Earl I. Sponable, 20th Century-Fox technical director. Mr. Raibourn testified on video bandwidth requirements, and Mr. Sponable on the history of theatre TV and on Eidophor.

Skipwith W. Athey, General Precision Lab., described instantaneous projection; Richard Hodgson, Paramount Pictures, film storage projection. Cost studies were discussed by Mr. Bailey on Friday.

Theatre TV Counsel

Handling the case for theatre TV proponents are James Lawrence Fly, former FCC chairman, and Vincent B. Welch, for MPAA, and Marcus Cohn for NETTC.

Commission battery included General Counsel Benedict P. Cottone, Common Carrier Bureau Chief Jack Werner, Chief Engineer Edward W. Allen Jr., and E. Stratford Smith, chief of services and facilities branch, Telephone Div., Common Carrier Bureau.

In addition to Comrs. Walker and Hennock, other FCC members sitting in regularly were Comrs. Rosel H. Hyde, George E. Sterling and Eugene H. Merrill.

American Oil Show

AMERICAN Oil Co., Baltimore, will sponsor its annual version of *Year of Crisis* New Year's Day on CBS-TV and CBS Radio. Afternoon hour, 4:30-5:30, will probably be bought for radio. The TV segment is undecided. Agency is Joseph Katz Co., New York.

at deadline

DENY TIME EXTENSION FOR ELECTION RETURNS

HOPE that FCC might permit daytime only stations to remain on air all night to report election returns was dashed Friday when FCC denied waiver of Sec. 1.324 for that purpose requested by WNYC New York.

In its decision, the Commission advised:

The Commission gave full consideration to the factors set forth in your letter of Oct. 9, 1952, which requested the waiver but concluded that notwithstanding these matters it could not make an exception to its established policy declining to permit any waiver of this section. It was felt that if any exceptions were made to the requirements of the rules prohibiting issuance of special temporary authorizations to broadcasting stations there would be no reason for refusing to grant waivers in any number of other cases and thus the very purpose for which the amendment to this rule was adopted would be defeated.

HOPE ON STAND

POSITION of Don Searle, executive vice president and general manager of KOA Denver, was probed by KMYR and FCC counsel Friday at Denver TV hearing for Channel 4. Feature of day's hearing was appearance of businessman Bob Hope. Mr. Hope owns 85% of Bob Hope Productions, which originally was 50% owner of KOA.

Point at issue was who "controls" KOA. Until recently, KOA was half-owned by Bob Hope Productions and Denver group headed by Mayor Quigg Newton. New lineup includes Mr. Searle, former ABC Western Division chief, as stockholder—with 2,000 shares from Hope Class B stock and 2,000 shares from Denver group's Class A shares.

Also brought out in testimony by Mr. Hope was that Hope Productions paid its half of the $2.25 million plus purchase of KOA from NBC last year with $175,000 in cash and a $1,250,000 note at 4½% interest to NBC. Denver group put up its $1 million plus in cash. Serious Mr. Hope also said he hoped to lend his talents in the program and production side of KOA-TV. He admitted his interest in KOA was primarily as an investment. Friday's hearing was held at ICC hearing room, with more than 150 in attendance.

SKYWAVE QUESTION

BASIC question in oral argument scheduled for Nov. 3 by FCC on complaint of WCKY Cincinnati and KFBK Sacramento against 50 kw daytime grant to KSOX Harlingen, Tex. [B•T, Dec. 10, 1951] is whether daytime skywave of Texas station interferes with normally protected contours of dominant 1530 kc Cincinnati and Sacramento stations to extent their licenses were modified without hearing. FCC added in reply to request for elucidation on oral argument issues that any other questions of law or policy are also relevent in this matter.

KSOX, owned by Roy Hofheinz, one of four candidates for Mayor of Houston, got 50 kw daytime grant in November 1951, and program test authority following month. The 50 kw grant permitted non-directional operation from sunrise in Harlingen to sunset in Cincinnati. Both WCKY and KFBK petitioned FCC for revocation of grant and program authority and asked that hearing be held in which they be permitted to intervene.

DENY RCA PETITION

JUDGE EDWARD WEINFELD handed down decision Friday in U.S. District Court for Southern District of New York denying RCA's motion to quash government subpoena regarded as initial step into investigation of possible anti-trust law violations in radio and television manufacturing industry [B•T, Sept. 8].

AT&T BLOCKS COST EXHIBITS OF THEATRES

THEATRE TV hearing Friday saw AT&T move in to block acceptance of cost exhibits presented by motion picture industry technicians. FCC Chairman Paul A. Walker ruled that admissability of exhibits may be argued at main portion of hearing, scheduled to begin Jan. 12, following objection by AT&T counsel. Exhibits involved estimated capital and current costs for intercity trunk system, mobile pickup facilities and linkage of about 100 Washington, D. C., theatres as example of theatre TV system in operation in one metropolitan area. Scheduled for today is Manfred K. Toeppen, economic consultant, who will tie-up cost estimates. (For earlier story, see page 63.)

WLAN ANSWER

OVERLAP of proposed Steinman TV station at Bethlehem, Pa., with Steinman stations WGAL-TV Lancaster and WDEL-TV Wilmington should be made issue in comparative hearing on bids of WGAL-TV and WLAN Lancaster for Channel 8, WLAN contended Friday in answer to FCC letter advising of hearing [B•T, Sept. 22]. WLAN asked for immediate hearing, charging WGAL-TV doesn't need extension to Nov. 16 to prepare its answer to notification of mutually exclusive proceeding. WGAL-TV and WDEL-TV overlap, plus question of financing by WLAN principals, already are hearing issues.

WLAN also filed petitions (1) asking reconsideration of "purported grant" to WGAL-TV to switch from Channel 4 to 8 pursuant to Sixth Report, pending outcome of competitive hearing on Channel 8 and (2) seeking acceptance of second Channel 8 bid by WLAN which it claims will better serve public interest than provisional low power operation of WGAL-TV on Channel 8. WLAN charged interim grant to WGAL-TV prejudices WLAN's competitive position in comparative hearing since WGAL-TV is spending $140,000 on change. WLAN said by renting equipment it can provide quicker, higher power operation via its No. 2 bid for only $40,000 pending hearing outcome.

BEVO'S STRONG STAND

NOVEL platform for re-election to NBC SPAC Committee adopted by B. T. (Bevo) Whitmire, WFBC Columbia, S. C., member representing NBC District 2. Circularizing members, he said, "In my first year I got you a 11% reduction. Last year I got you a 14% cut. Next year I'll get you on a bonus basis." Mr. Whitmire refused to disclose nature of replies to letter but indicated they were eloquent.

PEOPLE...

HUBERT J. SCHLAFLY Jr., board member of TelePrompTer Corp., New York, elected vice president in charge of engineering.

ALFRED HOLLENDER, vice president of Louis G. Cowan program package firm, New York, after November political elections will take over additional duties at Grey Adv. as vice president, stockholder, and director of radio and television [CLOSED CIRCUIT, Oct. 20], it was confirmed Friday. He will retain his Cowan affiliation.

HARRY FRIEDMAN, labor relations counsel of DuMont TV Network, has opened offices at 22 West 40th St., New York, as consultant in industrial relations and labor law.

EDWARD L. NORTON, chairman of board of WAPI, WAFM-TV Birmingham and WMBR-AM-TV Jacksonville, married Oct. 18 to Mrs. Corinne Troy at Anniston, Ala. He is former member of Federal Reserve Board.

CHARLES E. HINDS Jr., assistant to film manager, WCBS-TV New York, joins station staff directors.

NEW TV APPLICATIONS

FOLLOWING are new and amended television station applications submitted to FCC Friday:

NEW APPLICATIONS

Fayetteville, N. C. — Fayetteville Bcstrs. Inc. (WFLB), uhf Ch. 18, ERP 94 kw visual, 53.2 kw aural; antenna height above average terrain 319 ft., above ground 365 ft. Estimated construction cost $185,213, first year operating cost $73,620, revenue $70,000. Priority: Gr. A-2, No. 134.

Lancaster, Pa.—Peoples Bcstg. Co. (WLAN), vhf Ch. 8, ERP 29 kw visual, 14.5 kw aural; antenna height above average terrain 360 ft., above ground 390 ft. Estimated construction cost $40,000 (does not include $150,000 worth of equipment to be rented for $6,000 monthly); first year operating cost $484,500, revenue $640,000. [Applicant already has one application pending for same channel, but it is in hearing. Applicant seeks waiver of rule forbidding multiple applications; see story, this page.] Priority: Gr. B-2, No. 150.

Providence, R. I.—Television Associates of Rhode Island Inc., uhf Ch. 16, ERP 95.3 kw visual, 51.4 kw aural; antenna height above average terrain 555 ft., above ground 453 ft. Estimated construction cost about $339,000, first year operating cost $242,450, revenue $421,200. President and Board Chairman is Philip A. Ostrow, owner of Albright Motors, Providence. Priority: Gr. B-5, No. 206.

Dallas, Tex.—City of Dallas (WRR), uhf Ch. 29, ERP 156 kw visual; antenna height above average terrain 600 ft. Estimated construction cost $291,000, first year operating cost $96,000, revenue not estimated. (Pre-thaw application amended and refiled.) Priority: Gr. B-2, No. 155.

MODIFICATION OF APPLICATION

Lafayette, La.—Camellia Bcstg. Co. (KLFY), vhf Ch. 10, ERP 111.2 kw visual, 67 kw aural; antenna height above average terrain 442 ft., above ground 453 ft. Estimated construction cost $302,000, first year operating cost $76,000, revenue $90,000. [Application modified to show change from uhf Ch. 38 following allocation of Ch. 10 to Lafayette; FCC ROUNDUP, B•T, Oct. 13. For earlier application, see B•T, June 23.] Priority: Gr. A-2, No. 143.

WMBM TO ROUNSAVILLE

WMBM Miami Beach, Fla., sold Friday to Robert W. Rounsaville, owner of WQXI Atlanta, subject to FCC approval. Price was $100,000. Station was sold by Kenneth S. Keyes Sr., real estate operator, president and owner. Blackburn-Hamilton Co. handled transaction. Mr. Rounsaville said WMBM will feature music and news programming. Station is 1 kw daytimer on 800 kc.

KYA APPROVAL

LICENSE renewal of KYA San Francisco granted by FCC Friday in approving station's petition for action without hearing. Commission noted KYA "has discontinued all regular daily broadcasts of horse racing information."

XUM

BACKBONE OF AMERICA

The American farmer has always been the backbone of America. Through far-reaching changes in the last twelve years, the farmer has become one of America's most important consumers as well. Here are some of the factors that have made him "Your Best Customer:"

In 1940 income from farming was less than $11 billion; in 1951 it was $37.5 billion.

In 1950 the farmer's purchases of consumer merchandise were 2½ times what they were in 1940.

In 1940 total farm assets were $54 billion. By 1951 they were $153 billion. In this same period, mortgages, in relation to assets, were reduced 67%.

In 1940 the spendable cash held by farm families was $4 billion; in 1951 it was nearly $20 billion—$3,178 per family—many times the liquid assets of the average city dweller.

These are just a few of the statistics that illustrate how important it is to reach the rural market—your best customer. In WLW-Land, WLW radio reaches more of them more often for less than any other medium. Ask to see the WLW story of "Your Best Customer".

WLW
1922 · 1952
30th year

WLW The Nation's Station

The Swing is to WHB in Kansas City

THIRTY YEARS of FAITH and WORKS BUILT THE WHB TRADITION of FRIENDLY PUBLIC SERVICE

But yesterday is past. *TODAY* is the only day that counts. *Right now* is the time to give the best you have! WHB is doing that: Continually proving its worth, day after day, year after year, in campaign after campaign. With alert programming and superb coverage, attracting an ever-growing and responsive audience! Your John Blair Man can offer WHB availabilities that will deliver the results you deserve from this rich market.

KANSAS CITY'S OLDEST CALL LETTERS

DOTTED LINE ON MAP • WHB 0.5 mv/m CONTOUR

WHB

★ 10,000 WATTS IN KANSAS CITY

DON DAVIS
PRESIDENT

JOHN T. SCHILLING
GENERAL MANAGER

Represented by
JOHN BLAIR & CO.

MUTUAL NETWORK • 710 KILOCYCLES • 5,000 WATTS NIGHT

XUM